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THE LANGUAGE OF THE BUSINESS LETTER

A Thesis Presented for the
Degree of Master of Business Administration

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BRIDGE UNIVERSITY

1927

Approved by:

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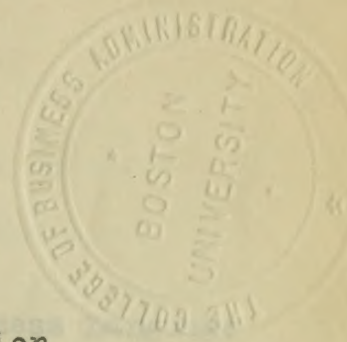
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FOREWORD

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FOREWORD

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FOREWORD

The language of the business letter is in many respects identified with the expression of America today as it is used by the most discriminating writers who address themselves to a wide audience. Although the business correspondent may not imitate models of prose found in other fields, he should be able to profit by the distinctions in word usage, the laws laid down for correctness and the application of the principles of rhetoric which traditionally have been given for the production of skillful prose. His work will differ from all other prose composition, not so much in principle, as in result, for it is bound to be adapted to the needs of his reader. It is aimed to gain the reader's confidence and to assure him of satisfaction through the art of impression as well as of expression.

The letters quoted in this study have been generously furnished almost entirely in response to the following letter sent out to American business houses who were supposed to be interested in the production of "better letters":

"Gentlemen:

Your firm is well-known to be interested in better letters. I am too; and am writing a graduate thesis for the College of Business Administration, of Boston University, on the subject: "The Language of the Business Letter".

If you can co-operate with me by sending me examples of your letters, correspondence bulletins and manuals, or the like, I should be greatly indebted to you.

Yours sincerely,"

Dr. Nathaniel W. Barnes, Secretary of the National Association of Advertising Teachers, Chicago, Ill., has been very kind in having valuable material forwarded from various sources.

Outside of business English, the writer has taken the keenest joy in the study of three books in particular: Curme's College English Grammar, Brewster's Representative Essays on the Theory of Style, and Jespersen's Growth and Structure of the English Language.

In the hope of interesting some student who has not heretofore been interested in the study of his native tongue from a historical standpoint, the writer has gathered a few outstanding facts and shown some of the main tendencies in English language from an etymological viewpoint. She cannot claim

to be more than a novice in this field and has not attempted to do more than send the student to other sources for further study.

In the appendix, besides the historical study of English language, are filed certain lists of expressions like improprieties, defunct business phrases, and technical business words; also the letters which have been quoted in the text, either in part or in full. In addition, are filed other supplementary letters and a few supporting data, like news- and trade-paper clippings.

Eventually, the writer hopes to be allowed to add to these data a study of English grammar, illustrated from business letters based largely on the conception of Dr. Curme--that language is essentially growing and changing and that grammar cannot ignore these changes, but, on the contrary, is bound to take them into account,

The writer wished to acknowledge the help derived in the past from the many good texts in Business English now available. Indeed, extending over several years she has been building her files on the truths they have pointed out. The working bibliography shows the books that, in her opinion, are among the most

helpful, but, of course, it is not at all exhaustive. The student is referred to the foreword of the bibliography of The Literature of Business, Saunders and Creek, for other suggestions for research in the subject.

The periodical bibliography is valuable chiefly in giving specific experience of business houses. It varies in worth. The student is advised to consult the Readers' Guide under suggestive headings to find those articles which tie up specifically to his problems as they arise.

Finally, the writer wishes to express her deepest respect for the professors at the College of Business Administration, Boston University, who trained her in her business studies, and to whom this thesis will be presented. She thanks them for their unfailing courtesy and inspiration at all times.

Marion G. Fottler

March 28, 1927.

THE LANGUAGE OF THE BUSINESS LETTER

"Business English! I didn't know that there was anything in the world like that! I thought English was English!" declared a young woman to me recently. What was I to say? As we shall see, in one sense she was right; but, in another, she revealed that she was totally unfamiliar with the theories and practice of the letter experts and business executives who are collectively controlling the man and the machine power in current industrial activities. These men know that there is a business English; indeed, they use it every day in their contacts with "the American people"--whom, from our present angle, we may regard as the readers and writers of business letters.

It is axiomatic that language is a growing thing, as capable of being influenced by the uses to which it is put as it, in turn, is capable of exerting its influence on the minds of those who understand it. Consequently, it follows that the language used by business can be adapted to serve the purposes of business.

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ORAL FUNCTION OF WORDS

Oral language, as well as written, has its uses in business. The business man uses oral language in giving directions, in dictating to his secretary or to the machine, in talking over the telephone. But, in the last analysis, the oral word is recorded; for the modern executive counsels: "Put it in writing." Thus we see that the written memorandum is superseding the oral direction; we realize, of course, that the dictation is eventually transcribed; and we have come to expect written confirmations of telephone and telegraph messages.

THE SCOPE OF BUSINESS LANGUAGE

It is then with written language that we are concerned, but not even with all of that.

James Melville Lee points out the three general forms which written business language takes, as being:

(1) REPORTS

To preserve and present pertinent and important data in the form of report, record and memoranda;

(2) GOOD WILL AND SALES LITERATURE

To increase net profits through sales and goodwill literature of all kinds;

(3) BUSINESS LETTERS

To convey the varied messages of business in receivers; but it is also conditioned both by the

the form of letters from one person to another.¹

Our problem then is to study how the English language as used in the business letter may more and more effectively serve the purposes of business.

DEFINITION OF BUSINESS ENGLISH

First of all, business English must be good English, that is, it must meet the dictates of good idiomatic usage in three respects: it must be reputable, present and national. Secondly, it should obey the laws of correctness as laid down by grammar; and should follow the canons of effectiveness as prescribed by rhetoric. Thirdly, it should possess certain essential qualities of style which are adjudged to be tenable by expert letter writers and literary critics. And lastly, having made itself good in a generally acceptable sense, it must adapt itself to the task which it undertakes to perform.

THE CODE OF BUSINESS

Any language is, first of all, a code; that is, a means of communication through the use of signals or symbols which convey a given message from the sender to the receiver. The prime requisite of a code is that it be adequate to insure understanding and comprehension, as perfectly as may be, to the receiver; but it is also conditioned both by the

1. James Melvin Lee, "Language for Men of Affairs," Ronald Press, 1919, v. 2, p. 3.

qualifications of the sender and by the nature of the message itself.

USE OF SYMBOLS - VARIETY OF SYMBOLS

Taking into account the whole range of communication, we must realize that the symbols we may use effectively may vary with the occasion: a grunt, or a shrug, may serve some purposes acceptably; "a nod, a beck, a wreathed smile", others; the wig-wag signal of the boy scouts, the grip of the fraternal order, the bell of the convent, still others; although, admittedly, such "codes" are not precise, complete or universal in their functioning.

SYMBOLISM OF WORDS

Indeed, any attempt at communication without the use of words is at best inexact and fragmentary; hence, not a device for the business man, who must use a code that he can rely on; so, for the most part, his code is a code of words.

AN APPEAL TO CERTAIN CLASSES IN THEIR OWN LANGUAGE

The virtue of clear understanding has been exploited in a peculiarly interesting way by a certain hotel proprietor¹ who deliberately employs the technical language and the jargon of different groups

1. Letters That Keep Us Sold Out, H. G. Creel, System, v. 44, p. 295, Sept. 1923

when he makes his appeal for their patronage during conventions in the city where his hotels are located:

¹
"Citation" from a letter to lawyers:

CITATION

"Now, on this 14th day of January, 1925, pursuant to due notice, you are hereby cited to be and appear in your own proper person at Hotel Lincoln, Lincoln, Nebraska, on or before day of the convention of the Nebraska Association of County Attorneys, January 20th, 1925, and to bring and have with you various collars, shirts, neckties, handkerchiefs, nighties, etc., sufficient for at least one gladsome day stay in here-inbefore mentioned Hotel Lincoln. And hereof fail not."

²
Excerpt from a letter to a Medical Fraternity:

"Dear Phi Beta Pi's:

Nostalgia and gastralgocenosia are banished from Omaha December 20 to 31. During your convention at Hotel Fontenelle we'll demonstrate how hospitality osmoses and exosmoses from management to guest and return.

Our diet kitchens are unsurpassed. Zoophagous vegetarian or lactovegetarian can be accommodated without fear or hyperingestion. Then there are supramadibular delights in room furnishings and appointments."

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1. Eppley Hotel - #1
 2. Eppley Hotel - #2

The first two paragraphs of a letter to Clean-
¹
 ers and Dyers:

"Prepare for a clean, good time at the Nebraska Cleaners and Dyers Association convention, Omaha, Jan. 26 and 27. Hotel Rome is headquarters and we're as pleased about it now as you'll be while here, and afterward.

The next thing is to reserve your room. There are 250 in the batch, each spic and span as if just from the dry room after a naphtha cleaning, vacuum shampoo and spotting with a puff iron. No bronze streaks or swale anywhere. Rates?"

The letter to members of a state press association even uses proof marks to intensify its effect:

"February 12 and 13 you'll see how Hotels Cataract and Carpenter can become special editions for newspaper men attending the convention of the South Dakota State Press Association. Hotel Cataract is headquarters.

Makeup will be handled by chambermaids. Headlines and wrinkles will be fluffed from your pillows and spotless linen placed on your flatbed, ready for layout any time, day or night. Expert chefs have charge of our galleys. Galley proofs served in dining rooms of both hotels. You may read cdy on menus. Guaranteed circulation of hot and cold water and steam heat (A.B.C. report)."

The Live Stock Men's letter starts off with its definite class appeal and follows it through. The
^{#3}
 first and third paragraphs are given.

-
1. Eppley Hotels letters #4
 2. ibid #5
 3. ibid #6

AIMS OF BUSINESS (1) TO AVOID PROFITS

Decides being merely a perfectly understood code, business English tends to have enough power

1. Eppley Hotels letters #7
2. Ibid #8

"As well-bred livestock is better than scrubs. the Rome is 'way yonder ahead of ordinary hotels.

Stopping at the Rome after putting up in ordinary hotels is like driving a herd from a burned up country into a land of lakes and deep, cool creeks. Or like having great stacks of alfalfa hay stored up against the blizzard. The sort of a change that makes steers walk up to you and ask, "How come we didn't get this long ago?" After you've been at the Rome one day you'll ask yourself the same question."

The third paragraph of a letter to draw business during an automobile show, reads:

"Balloon mattresses with non-skid tread are a feature that will appeal to you, Built-in shock absorbers on bed-springs--if you toss in your sleep. But you won't toss. The approved plan for slumber at Hotel Carpenter is to start in low, shift into high 10 minutes later, shut off the gas in half an hour, coast until morning and wake about 7 A.M. in neutral."

The first and last paragraphs in the letter to bankers read:

"We will honor your draft for a room reservation whenever you come to Omaha.

Start an overdraft on us any time by writing or wiring for room reservation. Most Nebraska bankers stop with us when in Omaha."

AIMS OF BUSINESS (1) TO AMASS PROFITS

Besides being merely a perfectly understood code, business English needs to have enough power

1. Eppley Hotels letters #7
2. Ibid #8

behind it to promote the chief aims of business, which are avowedly two: (1) to amass profits and (2) to serve its clientele. The first of these aims is as old as business itself; the second is comparatively new but fairly generally acknowledged and promulgated.

To cite an instance, a large department store fund¹ in sponsoring a College Club/project writes:

"Though a retail institution, established to make profits and build up good will, one of our most important problems is that of education. We can accomplish the ideals which we have set for ourselves only through the training and education of our personnel, and we are doing this on an extensive scale."

In the past, truly, every buyer had "to beware"; obversely, in the modern department store practice, the customer is deemed, justly or unjustly, "always right".² One store assures its customers as follows:

"You take absolutely no risk, however, when ordering without a sample, for any merchandise that is not satisfactory may be returned. Your money will be promptly refunded, or if you so desire, the goods will be gladly exchanged."

Such is the contrast between the policies of yesterday and those of to-day!

Everett W. Lord, Dean of the College of Business Administration of Boston University, says in his masterly volume:

-
1. Sanger Brothers letter #2
 2. Sears-Roebuck letter #12

"The difference between the highest ideals of modern business and the standards of 'caveat emptor' days is largely due to the recognition of service as the great purpose of business--the true foundation on which business is established."¹

And again somewhat later:

"....this acceptance of service as its basic motive, is of the greatest ethical importance. It is not too much to say that in the recognition of service rather than money making as a main purpose, business won its first ethical victory."²

AIMS OF BUSINESS (2) TO SERVE ITS CLIENTELE

However, business is not by any student acclaimed to be a sentimental institution, although the concomitant aim of service is well-recognized as desirable and economic. In the long run business bestows benefits upon its clientele largely in order to make itself permanently profitable.

Business sells, does it not, three things: commodities, service and good will. Let us look at three letters, which, in turn, show forth these aims.

First, business sells commodities:

"There are two suits that you should see before you get yours--

One is a two button model, with athletic shoulders, and snug hips....a style that brings out the good points of the young man's build.

One is a three button model, with shorter, notch lapels; straight draped lines. This is the style that is seen on the successful young executives in the business sections of Wall Street.

-
1. Everett W. Lord, "Fundamentals of Business Ethics" Ronald Press, 1926, p. 12
 2. Ibid p. 49

You will want both. In your position, these two important suits are what you should wear.

You will find them, in distinguished tones on our third floor. These suits have twin trousers, and, fortunately, are only \$35, \$40 and \$45 in price.

Come around and see them today! "¹

Secondly, business sells service-- either²
alone, as in the Baltimore & Ohio letter which follows:

"As one of our friends and patrons, you will undoubtedly be interested in learning of the new terminal arrangements which the Baltimore and Ohio will make for the convenience of its patrons into and out of New York effective August 29th, on which date we will discontinue the use of Pennsylvania Station in that city.

All Baltimore and Ohio trains will then run through to Jersey City with our own engine and crews.

Baltimore and Ohio Special Motor Coach Service will be established direct from the trainside at Jersey City to the heart of New York. You have the choice of two coach routes traversing the downtown and uptown sections of the city to Pershing Square Station, 42nd Street and Park Avenue, in the center of the business, hotel, shopping and theatre districts. Stops will be made at a number of hotels en route, providing passengers with a comfortable and convenient service to and from the center of Manhattan. There is no additional charge for this extra service.

This arrangement eliminates stairways and long walks in the Terminal, inconveniences in connection with Red Cap service, securing of taxi cabs and delays that are usually encountered in all other forms of street travel in New York City.

In addition, it affords an interesting trip

-
1. George Muse Clothing Company letter #6
 2. The Baltimore and Ohio Railroad Company letter #4

across the Hudson River and an inspiring view of New York's famous sky scrapers and water front at practically no sacrifice of time.

A folder is enclosed fully outlining the particulars of this new arrangement. We trust that on your next trip to New York you will use our line and give this new service a test, and should you have any suggestion to offer or criticism to make, will appreciate hearing from you.

We assure you that the Baltimore and Ohio has endeavored in this new arrangement to make another step forward in providing additional conveniences for the traveling public."

or in conjunction with a commodity as in the Library Bureau letter below:¹

"Our coupon from the N.E.A. Journal signed by you has been received.

I am very glad indeed to send you information about our New Method of Teaching Filing. The enclosed booklet describes the course and equipment.

This equipment and course has been offered but a short time. However, over 300 schools have installed it. Satisfaction is reported everywhere and installations are being enlarged for this year's work.

A new offer has just been made. To any school that will purchase one complete set of the equipment, and text for the teacher's use, a total cost of \$16.60, a free course will be given the teacher through the American Institute of Filing Home Study Department, 80 Boylston Street, Boston, Mass.

I hope you may give me an opportunity to tell you more about this important subject."

And lastly, business tries to sell good-will, in the sense that it tries to increase its net income through
1. Library Bureau letter #1

the capitalization of the prestige that has, in course of time, through fair and honorable dealings, courteous and friendly treatment, and constructive policies, eventually given it a certain monopolistic standing in the community and in the trade. For instance: ¹

"Everts on the Box Adds Much to the Gift
but Nothing to the Cost."

²
or again:

"With best wishes for the success of this undertaking, and assuring you of our hearty co-operation, I am,

Very Cordially yours,"

To sum up, business tries to amass profits ethically through the sale of commodity, service and good-will.

THE TOOL OF BUSINESS

It is really a practical work that the business letter has to do; so that very often the business man thinks of business English as a tool. How good a tool it is depends chiefly on the training and background of the writer. Not the least keenly to be aware of the value of good equipment is the writer himself. Although the untrained writer may often be conscious of and embarrassed by his deficiencies, it is the expert writer, who, craftsmanlike, sees it chiseling out his thought in exact expression and in powerful impression, and, consequently, appreciates the power of writing in accomplishing the purposes of business.

1. Everts letter #2

2. Sanger Brothers letter #2

IMPORTANCE CONCEDED BY THE FOREMOST CONCERNS

The importance of the business letter is also conceded by the foremost concerns as a means of accomplishing many of their purposes.

STANDARDIZATION OF BUSINESS POLICY

The letter is important because it helps in standardizing business policy. In the eyes of the law a corporation is a person. It is one of the aims of modern American corporations to achieve along with the corporate entity, a distinctive personality. One of the means of getting this result is having an individual manner of doing things--writing letters, for instance.

The firm may project itself through its letter-head into thousands of homes and offices. Furthermore, it may intensify the effect of a corporate personality by following in all letters a standard format, and by employing a uniform system of punctuation; and thus consistently bear witness to a general policy embodying the ideal practice for that particular firm.

Sherman Perry, correspondence supervisor for the
¹
 American Rolling Mills, says:

"We wanted to standardize the general make-up of our letters for two reasons: Standardization assures a uniform appearance; it materially cuts down on the mechanical cost of our letters because the forms are arranged to take from the transcriber the minimum of time."

L. "How We Cement Friendships by our Everyday Letters,"
 Sherman Perry, System, 42:694, December, 1922.

CORRESPONDENCE SUPERVISION

Probably hundreds of other firms, of whom only a comparatively small number are known to any one investigator in this field, have seen that the practices of the correspondence department are in line with the uniform constructive policies of their concern.

These firms employ correspondence supervisors, publish correspondence manuals, bulletins, or the like, conduct training schools for new employees in the correspondence departments, or if they do not feel the need of such ambitious projects, employ the services of professionals who undertake to act as advisors, counselors, or letter experts for more than one concern.¹.

GRANTED BY EFFICIENT CORRESPONDENTS

The firm's recognition of the power it is giving its correspondents is not unappreciated by the correspondent himself. Even the young man entering business sees whither such a knowledge as he is likely to get of the business will lead him. Moreover, he realizes that this increase in power is largely dependent on his ability to use good English, as is evidenced by the fact that

in answer to the question, "What must you know, or
1. Maurice H. Wessen, "Everday Uses of English"
Chapter 1, page 5. Thomas Y. Crowell Company,
New York, N.Y. 1922

learn to do, to advance yourself in your position?"¹. thirty per cent of 951 boys and girls called for English in some form. "This is significant", says Dr. Lyon.

How much more impressive is the value of good English to the correspondent who knows from experience that day in and day out he will use his language powers in the performance of his duties. The originals of his letters go out, but the carbons remain, forming a permanent record of his decisions and his interpretations of business policies. No wonder he sees in better letters a way of achieving an enviable record for good judgment and vision.

Experience again shows him, for one thing, that ability in writing facilitates and expedites his daily work, and, for another, that language power, since it is one of the frequently noted characteristics of the **big man of business**, is likely to receive its due recognition and win for him rapid and logical advancement in position and remuneration.

Floyd Parsons says, "Practically every large corporation today deals with its customers a dozen
1. Leverett S. Lyon, Education for Business, University of Chicago Press, Chicago, Ill., 1922, p. 122.

times as frequently through correspondence as by personal contact."¹.

INCREASE IN SALES

A concern builds good will so that it may augment its sales of commodity or service. And the question before us is: "Can letters augment sales?" Assuredly! But let us examine a little evidence to see to what extent they can accomplish this end. First, let us look at the facts which Messrs. Barrett-Craven submit to us.^{2, 3.}

<u>Letter</u>	<u>Date</u>	<u>Cost</u>	<u>No. Mailed</u>	<u>Sales</u>
# 4	July 1, 1925	\$250.55	5,228	\$3,194.74
3	Feb. 2, 1925	475.50	12,500	3,489.88
1	Jan. 12, 1925	203.90	4,295	2,033.00
2	Jan. 19, 1925	472.50	12,500	6,272.04

There is one firm. For others let us look at System's advertisement of its premium "72 Master Letters and What ^{Made} Them Pay" ⁴ to see what is the story of other firms' ability to make letters augment sales.

1. Floyd Parsons, Business Letters, Nation's Business, Sept. 1915.
2. Letters That Do the Salesman's Leg-Work, E. J. Heimer, System 45: 314-16, Mar. 1924.
3. Barrett-Craven Letters, No. 1 to 4 incl.
4. Master Letters and What Made Them Pay, A. W. Shaw Company, Cass, Huron and Erie Streets, Chicago.

<u>Letter</u>	<u>Firm Name</u>	<u>No. Mailed</u>	<u>Cost</u>	<u>Sales</u>
1	Dennison Manufacturing Co.	1641	\$136.12	\$6,685.19
4	Colorado Pageant of Progress Company	5000	500.00	15,300.00
13	Rand McNally & Company	3000	90.00	4,500.00
22	The American Perforator Co.	960	50.00	600.00
35	The Kirtland Company	4216	204.90	43,000.00
39	Sampson & Murdock Company	348	15.00	857.83

The evidence is merely a confirmation of what some of us have known and others have surmised -- but let us remember that these are not the compositions of novices or bunglers -- these are "master letters" !

All letters cost money; successful letters more than pay their own way: they earn profits.

COLLECTION OF MONEY

The letter is^a useful agent in the collection of money, particularly since it responds so delicately to the demands of emphasis in expressing personality. Although the personal element in letters can be stressed, it can also be controlled, so that it can be made to vanish to the point of nothingness. This diminuendo is valuable, when, for instance, the collection department wishes to communicate with the man who may need a reminder merely to induce him to pay his bills. If two or three form reminders in succession are not effective,

the personal element may be gradually introduced through letters. It may be increased if one letter after another fails to get results, without in the least antagonizing the delinquent until, at last, the right appeal has been made, and the proper pressure has been applied, to induce the debtor to meet his obligations, -- or, as it sometimes happens, the firm deems it wise to terminate business relations with the customer and to give the account to a collection agency for action. Then what happens? The agency, in turn, uses the letter to collect the debt! True, we cannot say "always the letter!" but, generally, the letter "brings home the bacon"! Hence, its popularity!

REACHING OF EVER INCREASING NUMBERS

Year after year business letters have to perform more and more of the task of sales distribution. The marketing of new products, as Pabst-ett in 1927, the new uses for **old products**, as for Fleischmann yeast a few years ago; the installation of better transportation facilities, like the air mail, for instance; and, in general, the more minute division of labor and the higher standards of living all signify that it is in-

creasingly profitable to address more letters to more persons whose names are continually being incorporated into more efficient mailing lists.

The following letter is built around the idea of higher standards of living:¹.

"Homebuilder:

Don't you think that the little courtesies we have the opportunity of extending in our everyday life create a better feeling all around?

Will you do us a favor?

Will you let us know whether or not you found what you wanted in the booklet we sent several weeks ago?

We shall be glad to give you further information or suggestions if you need them, or to send you further literature covering other items of Curtis Woodwork or Better Built Homes.

Of course, you do not want us to continue sending you literature if you have given up the idea of using Curtis Woodwork. Neither do we wish to annoy you by doing so.

Will you tell us whether or not we may expect your order, through your lumber dealer? You may use the other side of this letter for your reply. We shall try to answer any questions about homebuilding that are proving bothersome. An envelope, already addressed, is attached for your convenience."

Very truly yours,

CURTIS COMPANIES SERVICE BUREAU

The machines designed to prepare these letters for the mails are being improved yearly. The ad-
1. Curtis Companies letter No. 3.

dressograph letter brings a pertinent message on the improvement in the production of the processed letter.¹.

"Dr. Robert Scott,
817 Plymouth St.,
Davenport, Iowa.

Sept. 8, 1926.

Dear Dr. Scott:

The name, address, salutation and date of this letter were filled in with the RIBBON PRINT Addressograph, 15 times faster than it can be done by typewriter, errors impossible!

No doubt, you will agree with John Howie Wright-- Editor of Postage Magazine -- that an actual typewritten "personal" letter brings the best results.

Your salesmen call your prospects **by name**. So should your letters which are your printed representatives. Of course, all letters cannot be personally typed but form letters can be personalized -- as this one illustrates.

Mr. H. C. Lewis, President of the Coyne Electrical School at Chicago says: "After very extensive tests we have found that personalized 'filled-in' form letters out pull the conventional 'Dear Friend' letters at least three to one. It's results that count. That's why we believe in Addressograph-ed 'filled-in' letters."

Besides getting business for you, too, that pays for it many times over, the RIBBON PRINT Addressograph also prints names, addresses, or other data on tags, pay forms, envelopes and postal cards - heads up statements - addresses anything and everything 10 to 30 times faster than pen or typewriter! Error impossible!

Can you afford to be without this short-cut to greater profits?"

Yours very truly,

ADDRESSOGRAPH COMPANY

1. Addressograph Company letter No. 2.

stand Uncle Sam undertakes to deliver as many of these communications as the business man can afford to write; until at length, the business letter has traversed all continents -- and reached the farthestmost part of the earth. International boundaries have long ago faded away, under the influence of Postal treaties. Truly, the letter has the world at its feet!

HANDLING OF ROUTINE BUSINESS

Letters! Hundreds, thousands, millions of them! Yet, comparatively few are extraordinary in their demands -- or in their excellence -- just ordinary routine letters, doing the ordinary routine work of the business - that's all! -- letters answering inquiries, letters acknowledging receipts, letters ordering goods, tracing shipments, "thanking", "advising", "noting", "begging!" -- as Carolyn Wells says:

"They beg to inquire and they beg to state,
They beg to advise, and they beg to relate,

They beg to observe and they beg to mention,
They beg to call to your kind attention,

They beg to remark and they beg to remind,
They beg to inform you will herein find,

They beg to announce and they beg to intrude,
They beg to explain and they beg to include,

They beg to acknowledge, they beg to reply,
They beg to apologize, beg to deny;

Till I wish I could put the annoying array
Of beggars on horseback and send them away!¹.

Yes, these letters are like many servants who

1. Carolyn Wells - The Beggars. Sat. Eve. Post, June 9, 1923.

stand largely in their own light, whose very outward expression hinders their efficiency and whose poor expression keeps them from sharing the glory that is accorded to the "master letter"!

PRESERVING A RECORD OF TRANSACTION

Even without the existence of international mailing lists and foreign clients, a correspondent -- like the proverbial liar -- would need a long memory if he did not preserve a carbon copy of his letters. But inasmuch as he does, we see one more function of the letter, in its automatic production of a permanent record of the business transaction. Says Sherman Perry in one of the Armco Bulletins:

"Recently, I received a whole sheaf of carbon copies to read. They were so faint and so smeared by eraser marks that I could have read them only a reading glass, and that I didn't have. Such carbons are no good. They serve only to irritate the person to whom they go. But good, clear, easy-to-read carbons are mighty important. They're our PERMANENT RECORDS." 1.

COST OF TIME AND LABOR

Since the letter renders good service, the business man is willing to give it an adequate appropriation. At the same time he is -- or should be -- studying letter costs in an endeavor to eliminate or at least reduce waste.

1. Sherman Perry, American Rolling Mill, Middletown, Ohio, Bulletin.

Letter costs do not run uniform, but by study an average cost may be ascertained for any one concern.

Sherman Perry has this to say on the subject:¹.

"The cost of producing an average business letter, using a good grade of paper and envelopes, is a little more than 18 cents, according to an article in The Nation's Business. Stenographic service and office overhead are $7\frac{1}{4}$ cents each, paper and envelopes 1.88 cents, and postage 2 cents."

The Heavy Outlay For Letters is a heading whose point is brought out in the following:².

"The officers of one large concern which handles a steady volume of correspondence under conditions favorable to economy were astonished to find as average cost of 52.3 cents. This figure was the result of a thorough investigation. It took into account the semi-routine letters as well as those written by officials. It was made up as follows:

Postage, stationery and incidentals	4.2 cents
Stenographer's time(including supervision)	11.6 cents
Dictator's time	36.5 cents
	<u>52.3</u>

A recent article in the Retail Ledger is headed:³.

"Letters cost Curtis Store 1 $\frac{7}{9}$ cents each. Reach customer twice a month at annual expense of $42\frac{2}{3}$ cents, average trade per customer, \$60.00 yearly. Rainy days provide employees time and so cut labor cost."

1. Letter Bulletin issued by the Correspondence Dept., American Rolling Mill Corp., Middletown, O., No. 166, April 11, 1923.
2. Business Training Corp., 237 Madison Ave., N.Y.C. p. 23, "Correspondence as a Business Force."
3. Retail Ledger, First March Issue, 1927.

It reads in part:

"Our advertising campaigns cost us comparatively little. Let me give you an idea of actual cost, based on facts and figures:

500 sheets of good paper (size 8½x11) including cutting and delivery charges	\$2.05
500 envelopes to match (6½) including delivery charges	1.80
500 1-cent stamps	5.00
Total cost of mailing 500 letters	\$8.85 ¹ .

The Strathmore Paper Company quote in their sales literature a letter cost chart compiled by Ernst & Ernst, C. P. A., New York.

"Dictator's salary	\$45.00	per week
Working hours	41.5	per week
Dictating time 6 minutes per letter.		
Stenographer's salary	20.00	per week
Working hours	41.5	per week
Average of thirty letters a day."		

This shows a cost of 35-1/10 cents made up as follows:

"Stenographer's time	12	cents
Dictator's time	10-4/5	"
Overhead.	9-1/5	"
Postage	2	"
Printing.	3/5	"
Paper	1/2	"
	<u>35-1/10</u>	" 2.

Sherman Perry also quotes a letter from Mr. George C. Conn, Director of Traffic, Buick Motor Company, which makes a salient point in the relation of letter cost to letter quality:

1. Retail Ledger, First March Issue, 1927.
2. Strathmore Paper Co. Chart

"We receive your weekly bulletins and appreciate them. You ask in your bulletin No. 318 - Are you getting anything out of these letters? I think we are. One thought especially which impressed itself on my mind recently was the statement that the labor cost of a good piece of material was no more than on a poor piece, and I have been turning this idea over in my mind in connection with a good many matters since that time. In discussing it only yesterday with a representative of one of the railroads, we agreed that it cost no more for transportation, meals, and hotel accommodations for a good traveling man than for a poor one, and that a little difference in the kind of man might make a great difference in the results obtained." 1.

And lastly, J. G. Pattee reports for Newcomb, Endicott Company the following figures, which are followed by two of the letters in question: 2.

<u>No. Mailed</u>	<u>Cost</u>	<u>Sales</u>
19,000	4.4%	21,608
4,200	5.4%	4,000
45,000	7.8%	34,000
3,000	4.3%	3,486

"This letter sold them out in a day: 3.

5,000 letters
Total sales \$11,000.
Cost 2.7%

"Who would ever dream that exquisite oriental rugs-rugs so luxuriously heavy that their weight will amaze you, yet so marvelously soft and pliable that they fall in soft, silklike folds -- who would ever believe that such rugs could be had for \$38 each!

1. Letter Bulletin issued by the correspondence Dept., American Rolling Mill Co., Middletown, Ohio. #321, June 18, 1926.
2. System, 48:551-3, Nov. 1925, "How We Sold \$21,608 by mail for 4.4%", J. G. Pattee.
3. Newcomb Endicott Co., letter quoted in System, 48, 551-3, N. 25 "We Sold \$21,608 By Mail for 4.4%" J.G. Pattee, p. 551.

"We receive your weekly bulletins and appreciate them. You ask in your bulletin No. 318 - Are you getting anything out of these letters? I think we are. One thought especially which impressed itself on my mind recently was the statement that the labor cost of a good piece of material was no more than on a poor piece, and I have been turning this idea over in my mind in connection with a good many matters since that time. In discussing it only yesterday with a representative of one of the railroads, we agreed that it cost no more for transportation, meals, and hotel accommodations for a good traveling man than for a poor one, and that a little difference in the kind of man might make a great difference in the results obtained."

And lastly, J. G. Patton reports for Newcomb, Englehart Company the following figures, which are followed by two of the letters in question:

Sales	Cost	No. Mailed
21,508	4.45	12,000
4,000	5.45	4,200
34,000	7.85	45,000
2,486	4.35	3,000

"This letter sold them out in a day."

0,000 letters
Total sales \$11,000.
Cost 2.75

"Who would ever dream that exultant oriental trees - trees so luxuriously heavy that their weight will scare you, yet so marvelously soft and pliable that they fall in soft, allike folds -- who would ever believe that such trees could be had for \$28 each!"

1. Letter Bulletin issued by the correspondence Dept., American Rolling Mill Co., Middletown, Ohio, dated 12/1/22, "How We Sold 221,608 by Mail for 4.45", J. G. Patton.
2. System, 48:551-2, Nov. 1922, "How We Sold 221,608 by Mail for 4.45", J. G. Patton.
3. Newcomb Englehart Co., letter quoted in System, 48:551-2, 11:22 "How We Sold 221,608 by Mail for 4.45", J. G. Patton, p. 251.

Thirt-eight dollars! Why, you would pay almost that for a good domestic rug of about the same size -- a rug that would look flat, lifeless, almost board-like in comparison.

There are beautiful Lillihans and Hamadans from western Persia, the traditional burial place of Esther and Mordecai - the fine Mosuls from the Lake Van districts. Rugs sturdy and durable. Typical of the hardy mountaineers and wandering nomads who weave them, woven from long, thick fibrous mountain wool, washed time and again in the swift mountain streams, then bleached under the hot rays of the tropical sun. And the vegetable dyes (so entirely unlike the cruel chemical dyes of Europe and America) not only give them those soft, lovely colorings that blend so perfectly and that please and rest the eye, but actually make the wool more lustrous and durable and insure longer wearing qualities.

the way
These rugs, if graded/^{the way} the importers usually grade them, would sell for \$65.00 at the lowest, and up to \$125.00.

To get them for \$38 is such a remarkable event that we have decided not to advertise them in the regular daily newspapers until we have given our customers an opportunity to buy them first at a private sale.

So we are sending you a personal letter -- with a card of admission enclosed -- inviting you to a private sale of these rugs at \$38 in the rug department on the fourth floor, Friday, January 25".

This letter cost \$20.35, sold \$5,324:¹.

You will remember the letter we sent you a short time ago inviting you to a private sale of oriental rugs at \$38.

After almost a month's diligent search we have assembled exactly 100 more pieces that are not only as good, but even better,

1. Newcomb Endicott Company letter quoted in System, 48, 551-3, N.'25. "We Sold \$21,608 for 4.4%" J.G. Pattee, p. 552.

on the average, than the rugs we sold in the private sale at \$38.

It is doubtful if these 100 rugs will be sufficient for those who have been anxiously waiting for them. (Day after day customers have been asking when we would have more) But rather than pick up 200 or 300 ordinarily good rugs to sell at \$38 we would rather offer only these exceptionally fine pieces that are worth about double the \$38 price.

These rugs were bought only for those who came to the previous sale after the assortment was sold out. We have put them away for you -- and it is essential that you show this letter to the salesman when you come in -- because there are barely enough rugs for those of you who are waiting for them and we want to be sure the right people get them".

REPRESENTATION OF THE CONCERN

The reasons we have thus far discussed showing the importance of letters from the point of view of business management seem to me to be completely overshadowed by this final consideration, namely that the firm realizes that its letters represent it; hence that it is giving into the hands of the correspondent its reputation for dignity, courtesy and fairness. The following extracts from correspondence manuals and bulletins bear witness to this opinion:

"Kodak letters should reflect the high character and standing of our company. This is particularly true because most

people with whom we deal know us through our letters."¹.

"Our letters in composition and in mechanical and artistic execution should match our character and reputation in the business world."².

"General Electric letters should worthily represent the character and standing of the company in the business world."³.

"Never forget that the letters which go out from the Chalmers factory represent the Chalmers Motor Company. When you are writing a business letter the company is speaking through you. The recipient of the letter has perhaps never met a single person connected with the factory. He gets his impression of the Chalmers Company from the letters you write him. Hence it is very important that the letters which go out shall be the best letters it is possible to write."⁴.

"Every letter we write becomes an individual responsibility. To our reader, we, you or I, become Wilson and Company. What we write becomes a permanent record either for or against Wilson and Company and affecting in some degree the prestige and prosperity of the company."⁵.

"Letters upon which sales depend; pamphlets reaching thousands of prospective buyers; advertisements blazoned before a large reading public, which cost hundreds of thousands

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1. Stenographic Manual, Eastman Kodak Company Rochester, New York, 1925, p. 5.
 2. Manual for Stenographers and Dictaphone Operators by Glenn G. Munn. Westinghouse Electric and manufacturing Company, East Pittsburgh, Pa., September 1922, Introduction.
 3. Manual for Stenographers and Phonograph Operators, General Electric Company, Schenectady, New York, September 1923, Introduction.
 4. Chalmers Letters, Chalmers Motor Co., quoted by Maurice H. Weseen, "Everyday Uses of English" Thomas Y. Crowell, New York, 1922. p. 6.
 5. Suggestions for Letter Writers, Wilson & Company, quoted by Weseen "Everyday Uses of English".p.6.

of dollars annually and which compared with competitors' publications and advertisements; credit, collection, service and sales letters -- all these Company expressions should reflect credit upon our Organization. Competition, if nothing else, is forcing the conviction that no business can continue to thrive if its messages to the buying public are crude and weak when compared with those of other companies that are sparing no means to make their messages strongly convincing, persuasive, and effective in favorable reaction to the business appeal."¹.

And so we see that many factors contribute to the increasing importance of business letters.

RECENTRY OF IMPROVEMENT OF BUSINESS LETTERS

Although the importance of business letters has been long recognized, the improvement that unquestionably is shown between the old letter and the new is comparatively recent.

The Better Letter Association, Worcester, Massachusetts, in 1917, under the inspiration of Mr. Hiram Rasely, was a pioneer in this recent movement. In 1921 this association became affiliated with the Direct-by-Mail Association of Detroit. The movement has spread rapidly, so that while a decade or so ago a good business letter was comparatively rare, today there are few concerns which are not to some extent conscious of the need of improvement; which are not putting out a literally "better" letter than did

1. Westinghouse Electric & Manufacturing Company, Manual for Dictators, p. 4.

their predecessors. Let us look at one of the typical new letters:

"Dear Sir:

The house that shelters you and your family from the snow, sleet and rain of winter, as well as from the down pour of summer sunlight, in turn deserves protection. Not as a matter of sentiment, but as a matter of out-and-out saving of money, your house - both inside and outside - deserves the protection of the best paint procurable.

S. V. W. Inside and Outside Paint is such a product. It represents the best that fine materials and scientific paint manufacturing can develop. It is worthy of the brush of a master painter, and places at your disposal an endless variety of colors and shades from which to select.

When you paint your house you automatically place a check on expensive repair bills, and when you paint it with S. V. W. Inside and Outside Paint you effect a further economy by covering your walls with a protective coating of true color that will long outlive the usefulness of the ordinary run of paint.

We feel sure that you will be interested in discussing the subject of paint with us. It is an important one, and we would welcome an opportunity to point out to you the many sterling merits of S. V. W. Inside and Outside Paint.

Respectfully yours,¹

1. Standard Varnish Works letter No. 3.

Contrasted with that live letter, how dead this one seems:¹

"We beg to hand you the above mentioned Automobile policy and wish to call your attention to the endorsement which is attached. We have written the maximum Insurance permitted on the cost of the car including equipment and this amount is automatically reduced at the rate of 2% each month which eliminates many adjustment difficulties and prevents your sustaining a heavy loss if during the first few months of the policy your automobile is burned or stolen.

Should there be anything in regard to same which is not entirely clear to you, kindly phone our office and we will be glad to send a representative to explain same fully.

Assuring you of our appreciation of your business, we are,

Yours very truly,"

NECESSITY OF IMPROVEMENT

It has been pointed out before now that what everyone does few do well; hence it is to be expected that the average letter, like the average mentality or personality, will be an average, not an exceptionally good letter. The average letter, at best, only partly does its work. It conveys fact in a slipshod way; its

1. American Fire & Marine Insurance Co., letter #1.

precise interpretation will not be insured and its spirit will not be that which will give the reader the best possible impression of the house that sends it.

The following letter is a good example of the so called "average" letter:¹

"Gentlemen:

The party who has been preparing our letters is no longer associated with us and are unable to furnish you with examples of same.

When your thesis is complete we shall like to receive a copy of same sending you our check in advance.

Yours truly,"

Here is another:²

"Dear Sir:

This department does not practice the art of form letters very much and I assume from your inquiry that they are what you want.

In their stead, I am enclosing some sample copies of leaflets sent out from time to time with our monthly statements. I am enclosing also, a statement of the Educational Program of this department.

Yours very truly,"

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1. Abbey and Hall letter No. 1.
 2. Department of Water and Power, City of Los Angeles, Letter No. 1.

Yours very truly,"

1. Higginbotham-Bailey-Logan Company letter No. 3.

CAUSES OF IMPROVEMENT

The sales letter has to be exceptional to be read, because the recipient does not anticipate that the sales letter will meet his needs and his desires. It is generally very obvious that the sales letter stresses only the advantage to the writer.

ROUTINE VERSUS SALES LETTERS

With the routine letter, however, the attitude of the reader changes somewhat, because he takes it for granted that the routine letter by its very nature is pertinent to his welfare. So a lower level of competition is established, and the standard of excellence as shown in the composition of the routine letters falls far short of that of the successful sales letter.

This is a typical routine letter:¹

"Gentlemen:

We are in receipt of your letter of a few days ago in reference to your recent statement. It seems that there is some misunderstanding somewhere, or some confusion in regard to the invoices. We have, therefore, prepared and are enclosing an itemized statement of your account and will thank you to kindly check up on same, advising us of any differences you may find.

Yours very truly,"

1. Higginbotham-Bailey-Logan Company letter No. 3.

The first paragraph of the next letter is also typical:¹

"Dear Sir:

Regarding sample of No. 5305 statuette, we would surely like to send this to you as it is very attractive, -- but at the present time we are completely out of this number. However, our order should be finished very soon, -- and if we should have them say within a week, we will surely forward a sample to you for inspection."

Although the reader does feel that the routine letter is pertinent to his welfare, and therefore is willing to give it his attention, the writer, for his part, is far more likely to be impressed with the sales letter which he visualizes as being issued in the large editions commonly put out in current sales-letter campaigns. Hence, it is not uncommon to find these sales campaigns excellent both from the point of view of style and content and in regard to format -- simply because they received the writer's best effort.

It is a pleasure to read letters like those written by Eugene H. Haupt for the Automatic Burner Corporation:²

"Dear Mr. ---

Would you answer this ad?

Men wanted for dirty jobs. Very unpleasant work. So disagreeable that it will make even a confirmed humorist swear.

1. Josten Manufacturing Company, No. 1.
2. Automatic Burner Corporation letter No. 2.

Only successful men need apply. Must own their homes. A day laborer would scorn the wages --- only 65¢ a day.'

It would be amazing, wouldn't it, if we received any applicants? They must be successful---men of caliber. Will anyone apply for this job?

'No' you say. But wait, isn't your name already on the list of unwilling workers? What about firing your furnace---210 days every year? No one could hire you to do it. Why do you continue doing it for nothing?-- your time is at least worth \$200.

Wouldn't you like to know how others have saved \$200 in time--- and made life pay an extra dividend in joy? One minute spent now in mailing the card will be returned to you with pleasing interest.

Sincerely, "1"

These letter campaigns have become a recognized part of advertising--are, in fact, called Direct Mail advertising--and naturally have followed where advertising as a whole has led.

Let us see why advertising has to be good. To begin with, it is placed where all who ride may read. That means that it is keenly sensitive to public approval or disapproval. Secondly, advertising space rates have become so high that, if such a

1. Automatic Burner Corporation letter No. 2.

thing could be, every word would be worth its weight in gold. Thirdly, advertising has adopted a slogan and what is more has enforced it--and such a slogan that is: "Truth"!

Nowadays sales letters are generally so good that the rarely poor one is given embarrassing publicity as soon as it appears.

But what about the routine letter? Ah, that is another matter.

The routine letter usually arouses little or no interest in the mind of the writer because the subject-matter seems hackneyed and commonplace to him. The fact that a letter is addressed to the eye of one reader only seems to diminish its importance, especially if the reader is not known personally to the writer, as frequently happens. Collectively it comprises such a large part of the mail that it is baffling to handle on any basis. It requires the irksome gathering of fact before it can be answered; it is composed by a man who is more likely to be interested in actual production than in letter writing; it demands special

attention and so it is answered in accordance with those trying circumstances by the average correspondent in the customary stereotyped manner.

Here we have one of the sore spots in business letter writing. It will not be remedied until the correspondent reflects, -as he does not now habitually reflect, -that the recipient is really interested in the content of the routine letter; that he does not throw it away unread as he probably does the cleverer sales letter; that the information it contains does fill his needs; and that its spirit does mean to him the personality of the writer and the concern.

So this - the routine letter - is the one that has most recently been laid upon the operating table and subjected to the diagnosis of the letter physician. This is the letter that is now labeled a sales letter, also; and it is the one which if given enough thought and interest would reduce itself to manageable numbers by reason of being well enough handled so that one good letter would do the work of several poor ones - and far more - it would build good-will.

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DIRECTION OF IMPROVEMENT

The problem of the routine letter has been more acutely felt by the larger firm which has had to solve first the problem of an ever increasing number of such letters. It seems to me that two practical devices have helped greatly; (1) the consistent use of the form paragraph and the form letter where the same message has found itself multiplied;¹ and (2) the elimination of meaningless phrases that clutter up the letter without adding to its thought content, and prevent it from doing its work so thoroughly that it is done once for all.

It is probably only a matter of time before a substantial improvement will be in evidence in all correspondence. The American business man is becoming aware of the importance of improved letter

1. System 40;170-171 "A Good Way to Keep Down Letter Costs", M. L. Allen.

Mr. Allen shows the reduction in costs that can be effected through the substitution of form paragraphs and letters for individually dictated ones. This saving is brought about because the variable cost items are largely those of the dictator's time; time spent in making corrections, redictating letters and checking copy, all of which are materially reduced or eliminated by the use of the form.

writing to his business as a whole. Probably he will respond to the Better Letter movement because he regulates his life to his business, has great faith in his work and is beginning to find happiness and freedom from friction therein; he has begun to grease the wheels with two great constructive lubricants - courtesy and efficiency. He is beginning to see that the letter is a bearing in the great business machine.

The really big man of business generally has language power because he has superior thought power - but he cannot attend personally to all the firm's correspondence; hence he must delegate it to others, often, nay generally, to men of smaller calibre than he; with more ordinary abilities than his.

We can all see why the larger firm has led the way in improvement. In a word, it has had bigger men, larger appropriation, and infinitely superior laboratory facilities. In its quantity letter production, it has had a greater stimulus to find out why any particular letter succeeded or failed.

It has paid its correspondence specialists to succeed.

METHOD OF IMPROVEMENT

It has handed along to the firms with less experience or facilities the consensus of opinion that improvement in letter writing comes; first, through advance planning of the letter, secondly, through the intelligent following of that plan, and, thirdly, through the conscientious assumption of initiative and responsibility by the correspondent.

Let us look into each of these analytically. Advance planning of the letter involves the following procedure; the correspondent (1) should read the previous correspondence; (2) should analyze the problem point by point until he "knows the story"; (3) should collect the facts required to serve the reader's interest; (4) should verify any doubtful facts or figures; (5) should see in advance the effect of the particular action which he contemplates on the case as a whole; (6) should outline, either mentally or on paper, the order of steps to be taken; (7) should see if the problem is complicated enough to really justify the use of an introductory, transitional or summary paragraph.

Step one then is to plan. At the outset it is obvious that the firm needs to employ as correspondent a writer of intelligence - a man with vision.¹

But is he any less needed in the second step, the intelligent following of the plan, which involves (1) stating the subject at once, (2) passing directly from point to point², (3) adhering to the firm's policy, or (4) aiming to get favorable action on the part of the reader? I think not.

Nor can we dispense with him when the crux of the task is to be faced: the conscientious assumption of responsibility and initiative.

SCOPE OF IMPROVEMENT

We might summarize the present status of letter writing improvement as extensive, in truth, but generally lacking in that intensity which is bestowed upon any subject by a comparative few who feel impelled to perform the labor of research and pass on not only facts but principles - findings and their interpretation.

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1. Sherman Perry, System 45:498-502, Ap '24, "Lifting the Quality of Our Every Day Letters."
 2. E. H. Gardner, "Effective Business Letters", The Ronald Press Company, New York, 1922, p 6.

THE BASIS OF WORD SELECTION IN BUSINESS LANGUAGE

These persons believe for the most part that the inefficiency of the average correspondent can be remedied; hence they sponsor courses of business English in corporation, correspondence, private and collegiate schools.

These teachers and other experts recommend the study of grammar, the science of language; of rhetoric, the art of language; they counsel the reading of the master writers of all times; they bespeak the benefits to be derived from the observation of effective speakers; and lastly they adjure the learner to assiduous practice and honest self-criticism in both speaking and writing.

Furthermore, they see that the business purposes of language are: (a) to achieve correct expression for every-day use; (b) to convey thought which will influence the reader to take action favorable to the writer; (c) to make one good letter do more than the combined work of many mediocre ones.

largest vocabulary in the world -- 500,000 words.

1. John B. Swales, *Business Letters*, N.Y., Charles Scribner's Sons, New York, 1920.
2. Charles Albert Ransel, *Effective Expression*, p. 52, Gregg Publishing Co., 1921.
3. John B. Swales, *op. cit.* p. 5.

THE BASIS OF WORD SELECTION IN BUSINESS LANGUAGE

Whatever writing one does is done through the agency of words. Words! How fertile a source of epigram they have been! Opdycke in The English of Commerce has culled several graphic phrases which characterize words as: "the pictures of ideas", "the pegs on which ideas are hung", "the flesh, blood and bone of expression";¹ and Rhodes in Effective Expression points out others that have come to us: "the clothing or dress of our thoughts", "the incarnation of our thoughts", "the red corpuscles in the blood of language".² Opdycke himself avers that the best preparation for business writing is to study, "first, words, next words, always words", for, he points out, they give control over persons and over events.

To find the right word for the place becomes one of the chief aims of the business writer. He has at his command in English language resources the largest vocabulary in the world --450,000 words.³

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1. John B. Opdycke, English Commerce, P.1.
Charles Scribner's Sons, New York, 1920.
 2. Charles Elbert Rhodes, Effective Expression,
p.52. Gregg Publishing Co., 1921.
 3. John B. Opdycke, op.cit.p.2.

In general, he should try to make an ever-increasing portion of it his own. But he is also bound to regard not mere numbers alone, but what Ruskin calls "the peerage of words."¹ Quality, not quantity is the first consideration in business words, as it is in most things that are worth while.²

IMPORTANCE OF WORD DISCRIMINATION IN BUSINESS

The building of a vocabulary is the work of a lifetime, for all of us, particularly for those of us who are not only dependent on words to open the treasure-houses of all civilization, but also to earn for us our bread and butter. Hence, it is surely pertinent and desirable to spend enough time on the study of the historical aspects of our language to give us a background and storehouse from which we may select the words for our current uses with confidence and effectiveness. We may see how true is the observation: "Words are wise men's counters, they do but reckon by them; but they are the money of fools" when we reflect that we have more words than notions-- "a half dozen words for the same thought" as Seldon says;⁴ and since we are bound not to put so much

1. John Ruskin, quoted in John B. O'pdycke, *The English of Commerce*, Charles Scribner's Sons, New York, 1920.
2. Otto Jespersen, *Growth and Structure of the English Language*, B.G. Teubner, Leipzig, 1919, p. 128.
3. Thos. Hobbs, *The Leviathan*, Part 1, Chapter 4.
4. John Seldon, *Table Talk*, LXXVI, quoted by Otto Jespersen, *Growth and Structure of English Language* p. 128.

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3. Thomas Hobbes, *The Leviathan*, Part I, Chapter 4.
4. John Selden, *Table Talk*, LXXVI, quoted by Otto Jespersen, *Growth and Structure of English Language*, p. 128.

value on name as on the idea the name stands for.¹
 It is the transference of the idea as it is in the mind of the writer to the mind of the reader that is the chief concern of the writer of business letters.

THE BACKGROUND OF PRESENT-DAY ENGLISH

Many of us, I venture to predict, will find the study of English language, its growth and structure, very fascinating, provided that we get a general conception of its nature and tendencies on which to build a more detailed structure from time to time, in our daily use of words.²

COMPOSITE CHARACTER OF ENGLISH

The student of history understands not only that English is a truly composite language but why. He senses the significance of the title of Ernest Weekley's volume: "The Romance of Words"! In Weekley's preface he says: "A long and somewhat varied experience in language teaching has convinced me that there are still, in spite of the march of science, many people who are capable of getting intellectual pleasure from word-history".³

1. Jespersen, op.cit., p.128.

2. See Appendix for Brief Historical Sketch of English Language. p i

3. Ernest Weekley, The Romance of Words, John Murray, London, 1922.

English is not only cosmopolitan both as to its habitat and its users but is also so composite that only one-third of its present word-store is native. However, although its propensity to borrow words is pronounced in the modern period and with the Englishman wherever he roams, it is unique with neither.

SIGNIFICANCE OF LOAN WORDS.

Jespersen shows that when any country produces something which its neighbors admire or wish to use, they borrow not only the thing itself but its name.¹ He also points out that "loan words have been called the mile-stones of philology", to which he adds that they might also be called mile-stones in general history, because they show how national institutions have become international. He also says that the absence of loan words indicates the absence of contacts.²

SOME BORROWINGS

Let us see where some of the words we have borrowed come from:

1. Jespersen, op.cit., p.30.

2. ibid, p.29.

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SOME BORROWINGS

Let us see where some of the words we have borrowed

come from:

1. Jespersen, op.cit., p.50.

2. Ibid, p.52.

African dialects: guinea, oasis, zebra;

Arabia: alcohol, chemistry, coffee, harem, tariff;

China: China, junk, silk, tea;

France: apropos, blond, bouquet, cafe, chef,
clientele, coiffure, debris, depot, dilletante, encore,
entree, foyer, nonchalant, resume, matinee, pension,
personnel, trousseau, valet, role;

Germany: bismuth, carouse, dollar, gneiss,
hinterland, loafer, meerscham, poodle, quartz, zinc;

Greece: acme, crisis, analysis, lexicon, pathos,
phenomenon;

Hebrew: abbe, cherub, rabbi, sabbath, seraph;

India: bangle, bungalow, calico, chintz, loot, sugar;

Italy: canto, concert, fiasco, folio, libretto,
opera, piano, portico;

Latin: alumnus, data, dictum, formula, gratis,
interim, per cent, stet, versus;

Malay: bamboo, gong, rattan, sago;

Netherlands: ahoy, avast, ballast, belay, boom,
boor, caboose, cruise, hoist, hold (of a ship) reef,
schooner, skipper, sloop, smack, splice, strand, swab,
yacht, yawl;

Persia: awning, bazarre, check, chess, sash;

Polynesia: boomerang, taboo, tattoo;

Portugal: caste, cocoanut, lasso, molasses;

Scandinavia: dahlia, flounder, geyser, slag,
tungsten;

The British Empire is world-wide, and from the coasts of the seven seas has she borrowed words to match imported ideas.

Many of our Spanish words were brought back by explorers to the western hemisphere: armadillo, canoe, cargo, hammock, negro, potato, tobacco, for instance.

Science has clothed its new ideas in words taken largely from Greek and Latin, but derivatives of these words are made after English patterns, and would not betray their recency of existence quite as plainly as they do, were it not for their changing accent. For instance, the derivatives of love: loving, lovely, loveliness, etc., all show the accent on the first syllable. But the derivatives of photograph: photography, photographic, photographer, represent a scheme based upon a movable stress, out of line with native English tendency. ¹

1. Otto Jespersen, op. cit. p. 34.

THE VOCABULARY OF SCIENCE

The technical vocabulary of science is locked away from the uneducated mind, although under present conditions, it tends to become more and more widely understood. Yet, withal, it is not safe to assume that the lay mind understands it in its intricacies. It has been estimated that in general composition, from ten to fifteen percent of the words are foreign, but in sciences such as chemistry the percentage will run as high as forty.¹

THE LANGUAGE OF ENGLAND AND THE UNITED STATES

England and America present the only example of two large countries, separated by an ocean, that have inherited and are using one common language; for English is one language in spite of a few national differences. The business man in the United States is bound to use English as it functions at its best in our own country.

AMERICAN WORD SOURCES

In America we have had available certain peculiar sources. We have had a local French influence,

1. Encyclopedia Britannica, English Language.

particularly in the States that border on Canada and in Louisiana. We have taken animal and plant names, such as muskrat, woodchuck, opossum, and moose, from the American Indian. The Southwest has used words from across the Mexican border, as tamale, chile, sombrero. The Dutch occupation of New York has added others, as cruller, cold slaw, waffle. The Irish have not come among us without influencing our vocabulary; from them we have borrowed brogue(shoe), galore, blarney, give in (yield), let on (pretend), gazabo. The Germans have contributed such words as pretzel, lager beer, rathskeller, hamburger. The Poles and Scandinavians have given us others.

Besides the new words added from various sources, certain English dialectal forms have been retained in isolated localities, like Cape Cod, or the mountain districts of Carolina and Kentucky, after they had sifted out of the language in England. Thus we have apparently a language different enough from that spoken in England to explain, if not to justify, the presence during the War of signs on British store fronts, "American Spoken Here".¹

1. English words and their backgrounds, George H. McKnight, D. Appleton & Co., N.Y. 1923, p.23.

WORD WEALTH OF AMERICAN BUSINESS WRITER

This wonderful language, so logical¹, so terse,² so masculine,³ so adaptable, is the unparalleled heritage of the American business man. It belongs to him as much as it does to any other writer. When will he reach out to take his own? When will he learn to draw on it for those riches which will help him perform his unique service to society, (as pointed out by Ruskin) "to provide for it".⁴

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1. Otto Jespersen, Growth and Structure of the English Language, p.13; "--- apart from Chinese, which has been described as pure logic, there is perhaps no language in the civilized world that stands so high as English".
 2. Nelson's Encyclopedia, English Language, p.425; "The pointed brevity of English is good for business purposes".
Jespersen, Otto, op. cit., "Business-like shortness is also seen in such convenient abbreviations of sentences as abound in English... 'To be left till called for'". p.7.
 3. Jespersen, Otto, op.cit., p.2, "It (the English language) seems to me positively and expressly masculine; it is the language of the grown up man and has very little childish or feminine about it".
Ibid, p. 10; "The businesslike virile qualities of English also manifest themselves in such things as word order".
 4. John Ruskin, Unto This Last, quoted under the Profession of Commerce, in The Literature of Business, Saunders & Creek, Harper & Bros., N.Y., 1923, p.59; "Observe the merchant's function (or manufacturer's, for in the broad sense in which it is here used the word must be understood to include both) is to provide for the nation".

WORD FREQUENCY

Yet out of the 450,000 available words given in the dictionary, let us look at forty-three. Nine of them equal one-fourth of the average vocabulary; thirty-four comprise one-half of it.¹ It has been estimated that nine-tenths of the words we use are included in a list of one thousand words. It is obvious that our vocabulary is judged by the other tenth.

WORD PAUCITY

The size of the average vocabulary has been estimated in accordance with age in years as follows:²

The average vocabulary at	8 years	3,600
"	10 "	5,400
"	12 "	7,300
"	14 "	9,000
The average adult's vocabulary		11,700
The superior adult's vocabulary		13,500

These figures indicate a general language poverty. But it does not follow that the vocabulary of the superior adult is relatively inadequate for individual needs, nor does it follow that a large number of words without regard to the quality

1. John B. Opdycke, op. cit., p.3, (are, be, have, it, of, the, to, will, you; about, all, as, at, but, can, come, cry, dear, for, get, go, heart, her, if, in, me, much, not, on, one, say, she, so, that, there, they, this, though, time, we, with, write, your)

2. John B. Opdycke, op. cit., p.2.

and their adaptability to the needs of the writer or speaker is preeminently desirable. The ideal is to have a large enough vocabulary to express one's thoughts so they will be understood clearly, read interestingly, and presented pleasingly.

Since quality is even more important than quantity in language, it is necessary to observe the status of a word; for it may be in good use, in poor use, or in disputed use, at any given time.

Sir Arthur Quiller-Couch counsels, "Let us acquire all the store of words we can, rejecting no coin for its minting, but only if its metal be base".¹

THE BASIS OF GOOD USAGE

Good use is not altogether a matter of logic,² although language, following thought, as it does, is more likely to be logical than not. However, there are times when the laws of language and the laws of thought clash,³ so we must look further for a criterion that will serve to indicate what good usage is based upon.

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1. Sir Arthur Quiller-Couch, "On the Art of Writing", G.P. Putnam's Sons, N.Y., 1916, p. 289.
 2. Jespersen, op. cit., p. 12.
 3. Jespersen, op. cit., p. 14.

First of all, we may as well recognize that it is largely a matter of who uses the word. The word which is used by the good writer or speaker becomes quickly reputable.

Before being accepted, however, the word should meet two other tests. Besides being in reputable use, it should be a word in good use today. We mean by present use, generally speaking, neither too old nor too new. Moreover, it should be a word that is understood throughout the country; it should be in national use.

But that is not all. Although it is reputable, present, and national, its use may still further be limited.

LITERARY VERSUS COLLOQUIAL STANDARD

It may be a word in good literary usage if it has been admitted to the full peerage of words and is, in consequence, used in the publications of the best writers. Or it may be a word in good colloquial use -- such a word as men of culture and discrimination would not hesitate to use in conversation.

Above all, it is desirable to remember that the English language is alive and growing - ever changing.

Geo. O. Curme in his fascinating study of English grammar says in his preface: "In describing the involved as well as the simple constructions the intention everywhere is to present a faithful moving picture of the language, that is, to represent the language not as something fixed, but as moving, developing."¹

CONVERSATIONAL TONE

The business man is often advised to write as he would talk.² But certainly this advice needs some qualification. Effective language in business letters, let us not be deceived, is not a reproduction of the language of ordinary conversation -- far from it. It is no more that than the technically excellent short story is a duplicate of life; - it only appears to be. In my opinion, oral language is only effective when rendered orally, for speech is its perfect medium. The authorities who advise the writer to "write as he would talk" really mean for him to use those words which are in the speaking vocabulary -- words which

1. Geo. O. Curme, College English Grammar, Johnson Publishing Co., Richmond, Va., Preface p.4.
2. W. C. Miller, Better Correspondence, Miller Publishing Co., El Paso, Texas, 1925, p.51 says: "Let your letters express your thought and never mind whether they are in good form or not. Above all, don't use the old phrases and words that express nothing but old-fashioned politeness. "Talk in your letters and you will bring the world to your door!"

are simple and natural; satisfying in the depth of their association. They do not mean for the writer to adopt the poorly constructed sentences and the rambling informalities of conversation. The language of the business letter may well produce the effect of conversation,¹ but that it is conversation caught on the wing is a delusion.

The letters which follow are beautiful in their use of words:

"Dear Sir:

The fine mettle of a thoroughbred, the sure-footedness of a polo pony. That's the Wills Sainte Claire Gray Goose Traveler.

Designed by C. Harold Wills, eminent automotive engineer and metallurgist, this car quickly took its place among the leaders in America's most highly competitive industry.

In terms of actual value and advantage to you it means the possession of superior performance, the increased esteem of your associates and the conscious approval of your acquaintances.

If you will ride with me tomorrow, or any other day soon, I can show you how easy it is to add this distinguished motor car to your "stable".²

1. James Melvin Lee, *Language for Men of Affairs*, Ronald Press -1920, v.2, "Hence, the problem of writing is to produce an effect similar to that of talking while using a medium which is distinctly different". p.6.

2. Crawford-Williams Company, letter #1.

"Dear Sir:

A talk, a plan, a sudden dare. A map, goodbye--
then Wills Sainte Claire.

What an opportunity for joy!

Off on the wings of the morning, with carefree
unconcern and mind attuned to come what may.

Beside you in the cockpit of your Gray Goose
Roadster sits a chosen companion, as eager
as you in the pursuit of happiness.

Boldly appear the snowy puffs of clouds, in
a land that seems all sky. Romance is rife;
adventure, crouching low, waits in ambush at
the trail's end.

When will you ride, and talk, with me?

Cordially yours."1

LITERARY TONE

On the other hand, the business writer sees
the advice, "Don't try to be literary". What
does this mean? Is he to abandon all those prin-
ciples which have been clearly established as
dominating effective writing? Is not the art of
writing for him as well as for the writer of fiction
or other prose? Of course it is! What he is
warned against is the use of those words and con-
structions in his letters that produce the effect
of pedantry and artificiality. Incidentally, those

1. Crawford-Williams Company, letter #2.

very words are condemned for any writing on the score that they are not the words which have established themselves in the language.¹

WORDS IN POOR USAGE - BARBARISMS

Many words do not enjoy the distinction of being in good usage; quite the contrary. Of these we have a group known as barbarisms. The barbarism is a "foreign, improperly derived or compounded or disapproved word or idiom".²

ENTRANCE AS NEW WORDS

These words enter our language under one of three conditions: (1) as jocose expressions" e.g. bike, bulldoze (2) as word-inventions, to name new ideas: typewriter, marconigram, trolley, dynamo, automobile; (3) as abbreviations for roundabout expressions already in good use; e.g., personaled, as "The envelope should be personaled"; a combine, a recommend, an invite, etc.³

Sometimes they rise into the realms of good

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1. "And don't confound the language of the nation With long-tailed words as osity and ation"
J. Hookam Frere, The Monks and the Giants.
 2. Funk & Wagnalls, College Standard Dictionary.
 3. George R. Carpenter, Rhetoric and English Composition, The Macmillan Co., 1906, p.24.

literary usage; even sometimes they become acceptable for colloquial usage only, but most often they remain in poor usage until they are sifted out of current language.

VULGARISMS

The first group of words in poor usage we are concerned with are vulgarisms. This class arises from peculiar circumstances and is successful in appealing to the fancy of some social group long enough to get a certain currency. It includes such words as ain't, gent, pants, everywheres, hadn't ought. Vulgarisms also include clipped words, as phone, bike, photo, and also localisms. Some examples follow:

"To run an ad."¹

"I'll tip you off to a plan for securing those 5 subs this week".²

"A phone call or a note."³

Such language may serve some purposes - but when a correspondent uses it he should do so deliberately; not for the reason that he is constrained to use slang because he has no more dignified equivalent expression for his thought.

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1. Coleman letter #4.
 2. Curtis Publishing Co., letter #2.
 3. Armstrong, letter #11.

The criticism directed against slang aims to prevent its abuse more than to prohibitively discourage its use.

It is more or less well recognized that slang is associated with the joys of life and with youth, but it is not so often understood that the aim of its advocates is to find a fresh, concrete, or figurative, expression to take the place of drab uninteresting ways of speech.

Here the appeal to the insouciant reader seems heightened by the use of slang:

"You young men just out of high school are not the ones to pass up any of the things that make for success in the new jobs".¹

"We've always found that college men are a little better posted on clothes than anyone else. They know what they want. You can see how that puts it up to us -- to provide them with exactly the kind of clothes they want to wear".²

True, the attempt to get novelty may fail because that which is thought to be novel may not be so after all. On the contrary, the figure of speech meant to be pointed and expressive may be strained and far-fetched. And its concreteness may arise from an association too depraved, commonplace or vulgar

1. Society Brand Clothes, letter #3.

2. Society Brand Clothes, letter #4.

to make it appropriate for the phrase to be admitted into respectable circles.

Slang is also singularly lacking in connotation because it is too new to have built up for itself any richness of connotation. It too often finds itself in the mouths of those whose character cannot possibly elevate its association.

Although slang always represents current or contemporaneous usage in order to be at all attractive, it is nevertheless true that all languages in all ages have had their slang, not excepting the classics, as recalcitrant, kicker, apprehend, catch on.¹ Although slang has commonly originated in undesirable quarters some of it has reformed, partly shed its undesirable association as sweater has, and sometimes has undoubtedly enriched the vocabulary.

Paradoxically enough, whenever slang has become accepted, it has generally lost its bold vividness and has taken on the more sober hues of respectability. Rather frequently it has been succeeded in the realm

1. George H. McKnight, English Words and Their Background, Appleton, 1923, p.38.

of slang by modification of its old self and thus refreshed has become in its new guise once more the instrument of ever-revolting youth against the pedantry of authority; Take the cake, for instance, becomes Take the Huntley & Palmer.¹

Most of the characteristics that any slang of any time has had are found in current vulgarisms; that is, some of it has been born in the underworld; as dope, gink; some of it owes its being to simile and metaphor; as "a good deal of water has gone over the dam since then"; some of it represents the lazy clipping of words in good usage; as consols (for consolidated); some of it is the result of an ignorant or conscious deforming of a foreign expression as nincompoop (for non compos mentis)² and some of it is a candid mockery at the eloquence of the "high-brow", as pasteboard (for personal card).

McKnight treats very interestingly of the sources of current slang,³ and gives an interesting list of words which have come into current use through the

1. McKnight, op. cit., p.65.

2. Greenough & Kittredge, Words and their ways in English Speech. The Macmillan Co., 1914, p.67.

3. McKnight, op. cit., p. 45.

agency of the vaudeville stage, the frontier camp and the sporting page.

In this letter a manufacturer of sport megaphones brings the thrill of the game home to his readers:¹

"When you hear the dull "smack" of the shoulder pad against the mole-skinned thigh, -what is your first impulse?

When your ace behind a perfect wave of interference wriggles himself free and "cuts back", - what do you want to do?

YELL -

And above all, you know the effect of an encouraging cheer from the student body at the most vital moment of the game, whether the ball is on your opponent's one yard marker or your own. - Drive it out to them so they can hear it.

Sealright Sport Megaphones will amplify those cheers. Try it with this sample.

Just imagine your cheering section, every last mother's son of them yelling thru individual megaphones, the colors matching those of the cheer leaders. An impressive sight - An impressive cheer.

You can easily finance equipping the student body with Sealright Megaphones. Look over the enclosed price list. They can be sold at ten cents each with a profit to you. If you are not interested yourself, pass on this letter and samples to some of the boys on the campus. Perhaps you know of a concessionaire who could handle them.

Last year some colleges supplied megaphones to every ticket purchaser for the most important games. They added the cost to the price of the

1. Sealright Company, Inc., letter #1.

agency of the Vanderbilt stage, the frontier camp

and the sporting life.

In this letter a manufacturer of sport megaphones

brings the thrill of the game home to his readers:

"When you hear the dull 'bammy' of the shoulder
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your first impulse?

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ference wriggles himself free and 'out back'--
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Yell--

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Perhaps you know of a concessionaire who could
handle them.

Last year some colleges supplied megaphones to
every ticket purchaser for the most important
games. They added the cost to the price of the

I. Sealright Company, Inc., Letter #1.

ticket. They also added support to their team.

Don't file this away to "think over". Tell us how many you need, the colors and printing. That's all - we'll do the rest. Allow us plenty of time for production before the first game.

Yours for a long yell".

Some slang comes from the semi-technical vocabularies of the criminal classes.

These codes are at first perfectly understood only by the fraternity that originates them. The attribute of secrecy that they possess is especially important. As they become more broadly known through use and consequently sacrifice their value to their inventors, they are succeeded by other slang expressions, which go through the same stages of circulation. In a hail-fellow-well-met spirit the average business man may boast that he had "just landed an order" or rejoice that his "ads were bringing home the bacon"; he may in the next breath inspire his young understudy by telling him, "It's up to you to do the trick", and add to his co-executive in an aside, "It's a toss-up whether or not the kid can get away with it; in fact it's a wonder if the whole works don't fall down this month";

as of the class of idle words which Shakespeare called "servants to shallow fools".

He may ring for his "steno" to "bawl" her out "because no one on earth could figure out the story on that order" from what she had written; and as she turns away he may mentally "tell the world" that "there's no percentage in being an easy mark in any game"--- but he habitually indulges in slang at his peril. When he sets himself down to compose the letters that are to represent the concern to its clientele he may search in vain for the dignified or otherwise altogether appropriate words with which to clothe his thought.

Thus it is apparent that besides being degraded through its association with the ignorant, the careless or the undesirable classes, slang itself exerts an unfortunate influence on the expression of him who uses it. Its use is particularly unfortunate in blurring the fine distinctions in synonyms which already have been established. It tempts the speaker to be both extravagant and false in his assertions. It hampers his efforts to establish and maintain the respect of the better educated among his acquaintances. It brands his style as commonplace because it is recognized as of the class of idle words which Shakespeare called "Servants to shallow fools".

IMPROPRIETIES

Another group of words in poor usage are improprieties,¹ which are of three kinds:² (1) words which are so much alike that the ignorant or careless person is likely to confuse them, e.g., respectfully, respectively; principal, principle; loose, lose; (2) words which are used without due regard for the idiom of the language; e.g., different to instead of different from; in regards to instead of in regard to; (3) words used in the manner of the commonplace and uneducated; e.g., learn for teach.

"We have written the above party a personal letter";³

"But if you do not know any, please advise us and we will place you in touch with one".⁴

(4) In the past month, the Coral Gables Chamber of Commerce has received hundreds of inquiries from northern people, who write that they intend to escape the blasts of the coming winter by coming to this section.⁵

1. See list in Appendix, p xviii

2. Carpenter, op.cit., p.27

3. Coleman, letter #7.

4. American Radiator Company, letter No.7.

5. Coral Gables Letter No. 2.

1. Higginbotham-Bailey-Logan Co., letter #2.

2. Eliza Sklar & Sons, letter #1.

3. Grever & Batchelor, Century Vocabulary Builder, The Century Company, 1922, p.8.

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 "We have written the above partly a personal
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 4. American Radiator Company, letter No. 7
 5. Coral Gables letter No. 2

"Your nice and valued order received through our Mr. Shawver has had prompt shipment" 1 ...

"You are not obligated to buy" 2 ...

DISPUTED USAGE

Some words are not known to be definitely in good usage, and yet it seems to the writer that they cannot be said to be in poor usage either; whether or not he should use them often perplexes him. The best advice would be for him to use his personal preference after he has done his best to establish their status, or if their status is frankly in dispute, he should tend to follow what he believes to be the usage of good writers or speakers. However, usage alone does not produce a forceful style.

TAMENESS

How often it happens that the business man writes a letter that lacks nothing so much as life; a letter that leaves his reader cold. This defect has been called tameness³ or insipidity. It is the defect of the writing of the man who is temporarily or chronically inane, the man who has nothing in particular to say yet who persists in saying it.

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1. Higginbotham-Bailey-Logan Co., letter #2.
 2. Elkin Sklar & Sons, letter #1.
 3. Grever & Batchelor, Century Vocabulary Builder, The Century Company, 1922, p.8.

Such a man should cultivate the habit of "daring utterance",¹ to be sure, but back of that utterance he needs a lively imagination, a power to see the subtle relations and distinctions between the finer qualities and aspects of his subject matter. He needs not only a large vocabulary from which to choose the right word to express his thought, but he needs facility in seeing hitherto unremarked analogies and distinctions. He needs to be able to adopt the point of view of his reader and to sense the considerations in the customer's mind which eventually will loom up as objections. Such a writer concentrates on the subtleties of what he observes and enjoys giving these unusual ideas a courageous and yet an appropriate expression.

He must find words that convey the power of his personality and of his thought; he must find words words that produce composition with color, and not succumb to the drab expression of outworn words and figure.. He must be able to give distinction and character to all his expression, so that it will sound like him at his best.

To be sure, the power we speak of may not and

1. Greever & Batchelor, Century Vocabulary Building, The Century Co., 1922, p.9.

probably will not lie in unrestrained, boisterous expression. Indeed, its impression of strength is produced by reserve. The business letter is not the less alive because it represents and seems to suggest the great wells of strength that lie behind it in the mind of the writer. On the contrary, the writer who has the ability to choose exactly the right word generally suggests that he has greater resources in word wealth than the man who, through word poverty, is forced again and again, with constantly blurred meanings, to invoke the same few words in a futile effort to express his ever-changing ideas. The man without ideas cannot himself put life into his utterances; neither can anyone else do this for him. The words the writer uses should clarify his thought and, by sharpening the shades of his meaning, make it definite to his reader. He must be a venturesome, daring spirit working toward the light of expression through the medium of the well-chosen, happy, appropriate, glowing word and phrase which shall bring what he has to say before his reader. He must strive to say the thing not fairly well, but supremely well.

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 through the medium of the well-chosen, happy,
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 bring what he has to say before his reader. He
 must strive to say the thing not fairly well, but
expressively well.

"Dear Mr. Brown:

You can make the thrill of this Christmas Day live on for Someone, throughout the years, if you select now from this fascinating store the gift for which she has longed.

Is it a wonderful Diamond Bracelet, Jeweled Watch, beautiful Brooch, another Ring or Solid Silverware? Such lovely Gifts that last, not only give immediate delight, but increase in value with the rich associations of every passing year.

It is only seven short weeks till Christmas, and you will enjoy Christmas more if you make your selections now. We will be pleased to charge them on your January account.

Yours for a Happier Christmas.

ARTHUR A. EVERTS CO."1

SLOVENLINESS.

The letter that is written in slovenly language and put together in a slipshod fashion is no credit to the man who writes it nor any compliment to the man who receives it. For these reasons it should be found no more either as original or carbon in the letter files of any progressive concern.

On the other hand, it betrays its writer as a man whose thinking as well as whose writing is lacking in that clearness which observes distinctions.

1. Arthur A. Everts Co., letter #1.

"Dear Mr. Brown:

You can make the thrill of this Christmas Day
live on for someone, throughout the years,
if you select now from this fascinating store
the gift for which she has longed.

Is it a wonderful Diamond Encrusted, Jeweled
Watch, beautiful brooch, another King or
Solid Silverware? Such lovely gifts that
last, not only give immediate delight, but
increase in value with the rich associations
of every passing year.

It is only seven short weeks till Christmas,
and you will enjoy Christmas more if you make
your selections now. We will be pleased to
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Yours for a Happier Christmas.

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lacking in that clearness which observes distinctions.

I. Arthur A. Everts Co., letter #1.

For instance:

"If you prefer, we will appreciate the opportunity to send you sample screws for testing. There's a coupon on the inside for your convenience".¹

It does not require much speculation to determine how much word curiosity the writer of that sentence had.

On the other hand, such a piece of writing says more plainly than words to the man who receives it: "We do not care for your good opinion of us, because your standing is not important enough to make your approval worth earning."

One other commentary suggests itself. It may be that the reader himself is not well trained enough to analyze the cause of his indifference to the content of a message, or sensitive enough to be more than vaguely conscious of the lack of courtesy implied by the writer's neglect to take the utmost pains to exactly fit the word to his idea; but, subconsciously, he cannot help feeling, if not disgruntled or insulted, at least totally incapable of sharing ideas or ideals with his correspondent.

The slovenly writer may be inaccurate in other work:

1. Bristol Company, letter No. 1.

"Gentlemen:

The writer is prospecting for an opening which you might have in the engineering branch of your business.

The qualifications that I have cover a period of thirteen years in engineering as a draftsman which included office and field work in connection with installations, estimating and scheduling of work for construction.

If you have a position to fill and should consider me for same, I would be very pleased to arrange for an interview.

Thanking you kindly for your attention and trusting that I may be favored with an early, I am

Very truly yours, "1

There is only one cure for slovenliness in writing -- a stamina that will force the writer to challenge every word as to its unique right, based upon supreme appropriateness, to a place in his carefully considered message.

WORDINESS

Words are indeed plentiful, but whether or not this great number is an unalloyed advantage is worth consideration.

1. James J. Joyce, letter #1.

"Gentlemen:

The writer is prospecting for an opening which you might have in the engineering branch of your business.

The qualifications that I have cover a period of thirteen years in engineering as a draftsman which included office and field work in connection with installations, estimating and scheduling of work for construction.

If you have a position to fill and should consider me for same, I would be very pleased to arrange for an interview.

Thanking you kindly for your attention and trusting that I may be favored with an early reply,

Very truly yours, W.

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WORDINESS

Words are indeed plentiful, but whether or not this great number is an unalloyed advantage is worth consideration.

J. James J. Joyce, letter #1.

that
 Let us observe first/the verbal wealth which spreads itself before us does or can provide a word for every current or every new use. Tradition in language and ways of living have never imposed any rigid restriction on the liberty of the Englishman. If the need for a new word is real and the word coined or selected is appropriate, that is all that is necessary. There is one side of the medal -- what of the obverse?

The large number of words, in proportion to the ideas behind them, has led to the making of many fine distinctions in shades of meaning in synonyms. These distinctions make it inexpedient to use words in an ill-considered fashion, without sufficient care to preserve the concord of word and context that tradition has been continuously building and cherishing for the appreciation of those whose ears are closely attuned to verbal significance.

There we have the horns of the dilemma -- we have wealth, to be sure, but with that wealth is a proportionately grave responsibility for discrimination in its expenditure and use.

1. Wm. F. Brewster, editor, *Essays on the Theory of Style*, Macmillan, N.Y., 1913, p.189, quoting Herbert Spencer, *The Philosophy of Style*.

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 ination in its expenditure and use.

The ambitious man who has amassed an extensive vocabulary needs, to use it properly, a co-extensive vision and patience. And, in addition, he requires restraint and frugality, because he must not only consider his own desire to use his word-store now that he has it, but he must also have a regard for the economy of the reader, whose time and energy are necessarily limited.¹

There is nothing so exasperating in writing as wordiness. The excessive use of words not only produces the rambling letter liable to be branded as without plan or point, but it also mullifies the strength of the appeal by burying it in words.

Obviously the thing to do is to challenge each word as to its right to be where it is in the letter, and, in general, to delete those words which do not actually contribute to the expression of the message. This process of condensation is known in newspaper parlance as "boiling down." It converts the watery weak version into a concentrated appeal.

The writer should see if the clause or phrase can be made to do the work of a sentence. If so, there is not only a saving in words but a desirable subordination of a minor idea and a stressing of a more important one.

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He may go further and examine the phrase or clause to see if it cannot be reduced to a significant, well-placed word. Such pruning will do for the composition what a similar sort of trimming does for the shrub that is growing out of accord with the plan of the landscape gardener. Pruning is an art involving aesthetic ideals and writing apprenticeship.

The business man needs all the help he can get. He should know the criticism directed against the jargon that, in general, clutters up English prose; because it is applicable to his letters. Moreover, he should know of the war which is being waged on the special jargon of commerce - business lingo.

The American Rolling Mills publishes a list of the most stilted of "defunct phrases."¹

Here is a letter accused of being "the worst business letter ever written"²

"This is to acknowledge your kind favor of the 31st ult, and note your reference to our ad.

We beg herein to hand you our catalog, together with price list, embracing a line of Brief Cases and Portfolios.

We beg herein to hand you also a circular showing a line of Brief Cases that do not appear in the catalog.

-
1. See List in Appendix, p.xxi
 2. W. C. Miller, "Better Correspondence", Miller Publishing Company, El Paso, Texas, p.67.

We are pleased to name you a discount of 50 per cent trade from these prices.

Subject to the following terms, namely: 2 per cent for cash if paid strictly in 10 days from date of invoice, or 30 days net.

We also note that you are interested in the traveling goods line and we beg herein to hand you our catalog, embracing a select line of Traveling Bags, such as Club, Kit, Gladstone and Suit Case styles, each number of dependable quality.

We are pleased to name you 40 per cent discount from these prices and subject to our regular terms as above cited.

We believe if you are interested in securing either a nice line of Portfolios or Traveling Bags, that you will be able to make a correct selection of your requirements.

Awaiting your further kind favors, we remain,

Yours truly,"

and here is a possible revision:¹

"We are sending you our catalogs, circular and price lists showing brief cases, portfolios and traveling bags. Our terms are 2 per cent for cash within 10 days after invoice or 30 days net, besides 50 per cent trade discount on brief cases or port folios and 40 per cent on traveling bags."

The literary critic bewails the pressure put on the native tongue by the foreign element in our population, by newspapers, and by inexpert business

1. W. C. Miller, Better Correspondence, Miller Publishing Company, El Paso, Texas, p.67.

George H. McKnight, "Commercial English" Nation 93: 133 Feb. 6, '11.

2. Louis Balcarr, "Do Your Letters Cost Too Much?" System 36:866-7 N. '12.

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We also note that you are interested in the traveling goods line and we beg herein to hand you our catalog, embracing a select line of Traveling Bags, such as Club, Kit, Ginstone and Suit Case styles, each number of dependable quality.

We are pleased to name you 40 per cent discount from these prices and subject to our regular terms as above cited.

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I. W. C. Miller, Better Correspondence,
Miller Publishing Company, El Paso, Texas, p. 87.

writers;¹ but the business English expert finds it his particular concern to point out the destructive effect of the stereotyped phrase on the business letter itself.

The B. F. Goodrich Company report that they saved over \$21,000.00 in one year by the elimination of useless words.²

Good business English has become "a matter of dollars and cents."

THE CHOICE OF WORD FOR BUSINESS USES

Even more considerations than those mentioned may guide the business man in his choice of words for business uses. Bearing in mind that, on the one hand, he is under a twofold obligation of expressing his thought clearly, and his personality positively, and that, on the other, of impressing his reader favorably, let us see some principles that might help him when words of an opposing kind confront him and ask him to make his choice.

THE GENERAL VERSUS THE SPECIFIC WORD

Although all advice is at best to be taken cautiously, the following represents a possibly

1. "Journalism and the Future of the English Language," Review of Reviews 44:373-4 S'11.
George H. McKnight, "Commercial English" Nation 92; 139 Feb. 6, '11.
2. Louis Balsam, "Do Your Letters Cost Too Much?" System 36:866-7 N.'19.

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2. Louis Balam, "Do Your Letters Cost Too Much?" System 36:866-7 N. 12.

tenable verdict for business letter uses: The business man will prefer the specific to the general. That is, he will recognize that the particular instance is more impressive than the glittering generality. In his sales letters, he will show specifically the superior value of a Madelon dinner gown, a Chinese printed linen, a Karpen davenport, rather than advertise in general the store's policy for giving good value.

"Dear Mrs. Johnson:

"A clean, shining rug -- a rug that can be cleaned by simply wiping it up with a damp mop -- a pretty blue and gray, or tan and brown rug - a comfortable rug to stand on -- a quiet rug to walk on -- a safe rug that does not turn up at the corners but lies flat on the floor -- a rug surprisingly low in cost -- wouldn't you like such a rug in your kitchen?"

THE ABSTRACT VERSUS THE CONCRETE NOUN

When a choice comes between the abstract and concrete word, he will choose the concrete because it gives a vivid picture - it definitely brings the product home to the reader. When one can get away from such abstract nouns as case, instance, etc.,

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1. Armstrong letter No. 19.

2. Sir Arthur Quiller-Couch "On the Art of Writing."
O. P. Farmer's Sons, Cambridge, England, 1916.
p. 106.

tenable verdict for business letter users: The business man will prefer the specific to the general. That is, he will recognize that the particular instance is more impressive than the glittering generality. In his sales letters, he will show specifically the superior value of a Mabelon dinner gown, a Chinese printed linen, a Karpen davenport, rather than advertise in general the store's policy for giving good value.

"Dear Mrs. Johnson:
 "A clean, shining rug -- a rug that can be cleaned by simply wiping it up with a damp mop -- a pretty blue and gray, or tan and brown rug -- a comfortable rug to stand on -- a quiet rug to walk on -- a safe rug that does not turn up at the corners but lies flat on the floor -- a rug surprisingly low in cost -- wouldn't you like such a rug in your kitchen?"

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Quiller-Couch says "The odds are he will feel like a butterfly who has discarded his chrysalis."¹

Two foreign students - a Spanish and an Armenian, on an examination in English Grammar, eventually came to the question "what is an abstract noun?" The Armenian answered, how truly he best knew, "The abstract noun is the name of an inanimate object; example, my own mind" - but the Spaniard offered this for an answer: "An abstract noun is the name of something that does not exist. Example: charity". Were both correct?

But, if the abstract noun itself did not exist we should of course be deprived of the language of philosophical thought. So one cannot banish the abstract noun from his writing; not is he advised to try to do so, he should merely see clearly what it can do for him; give expression to his principles, and what it cannot do: intensify mental imagery.

From Straus Brothers' letters we quote two excerpts. The first uses largely abstract terms, the second, concrete:

-
1. Sir Arthur Quiller-Couch "On the Art of Writing," G. P. Putnam's Sons, Cambridge, England, 1916, p. 106.

"There are four principal reasons for this:

1. You can make a profit on your Liberties. All of them are selling at more than \$100 for every \$100 bond, several of the issues being priced at well over 102 and accrued interest.
2. You can increase your income return. Instead of 4-1/4% you can get 6-1/2% - with unquestionable safety and regularity. On \$1000 now in Liberty Bonds your increase per year would be \$22.50. Adding your profit to this and figuring it for only four years, you will have a capital increase of over 10% of your original investment.
3. It is no longer necessary to hold Liberties for patriotic reasons as the government itself has been making public offering to buy back these bonds.
4. You can reinvest your money in bonds of unassailable security and with a record of absolute safety."¹

"Let us quote Al Chase - real estate editor of the Chicago Tribune regarding the district in which the Hotel Eitel is located:

'What metropolis can list the following imposing array of attractions and advantages in one section? A magnificent lake shore boulevard; what eventually will be one of the most attractive university campuses in the world; a great municipal pier; half a mile of river frontage; a group of unequalled hotels and tall apartment buildings - and the world's most beautiful office building.

It has the world's largest building; a rapidly growing list of metropolitan clubs; a fast developing art centre; banks, churches, schools and countless other city advantages.

No thoroughfare in the world has the tremendous future that Upper Michigan Avenue between the river and Lake Shore Drive possesses. Yet this development has only started. This North Central district is bound to become the world's most attractive business and residential centre."²

1. Straus Brothers Co., Letter No. 6.
2. Straus Brothers Co., Letter No. 5.

"There are four principal reasons for this:

1. You can make a profit on your Liberties. All of them are selling at more than \$100 for every \$100 bond, several of the issues being priced at well over 100 and secured interest.
2. You can increase your income return. Instead of 4-1/4% you can get 6-1/2% - with unquestionable safety and regularity. On \$1000 now in Liberty Bonds your income per year would be \$32.50. Adding your profit to this and figuring it for only four years, you will have a capital increase of over 10% of your original investment.
3. It is no longer necessary to hold Liberties for patriotic reasons as the Government itself has been making public offering to pay back these bonds.
4. You can reinvest your money in bonds of unassailable security and with a record of absolute safety."

Let us quote Al Chase - real estate editor of the Chicago Tribune regarding the district in which the Hotel Mifel is located:

"What metropolis can list the following imposing array of attractions and advantages in one section? A magnificent lake shore boulevard; what eventually will be one of the most attractive universities compares in the world; a great municipal pier; half a mile of river frontage; a group of unequalled hotels and tall apartment buildings - and the world's most beautiful office building.

It has the world's largest building; a rapidly growing list of metropolitan clubs; a fast developing art centre; banks, churches, schools and countless other city advantages.

No thoroughfare in the world has the tremendous future that Upper Michigan Avenue between the river and Lake Shore Drive possesses. Yet this development has only started. This North Central district is bound to become the world's most attractive business and residential centre."

THE COLLOQUIAL OR THE LEARNED WORD

As between the colloquial or the learned word, he will choose the colloquial, because that is the word with which his reader is surely familiar and with which he has already a definite association.

There is a suggestion of "baby talk" in the following:

"Dear little Friend:

Next Tuesday, November 16th, is going to be a very special day at A & S for little girls and baby brothers, and you will want mother to bring you in early.

There will be hundreds of dainty little garments, and the loveliest new furniture, just your size, for the nursery -- all at very special prices.

The big folks in your family will want to buy ever so many things, and you will have such a good time picking out the things you want.

So awaken early on Tuesday morning and see if you can't get here ahead of the other little folks.

Sincerely,
Abraham & Straus, Inc.,
Baby Shop."¹

In the following letters, the tacit appeal to the urbanity of the city woman in the Mazda Lamp letter would lose its effectiveness if it were to replace the colloquial tone of the electric pump letter; both are sales messages put out by Westinghouse Electric Company.

1. Abraham & Straus letter No. 4.

THE COLLOQUIAL OR THE LEARNED WORD

As between the colloquial or the learned word, he will choose the colloquial, because that is the word with which his reader is surely familiar and with which he has already a definite association.

There is a suggestion of "baby talk" in the

following:

"Dear little friends:

Next Tuesday, November 15th, is going to be a very special day at 48 for little girls and baby brothers, and you will want mother to bring you in early.

There will be hundreds of dainty little garments, and the latest new fashions, just your size, for the nursery -- all at very special prices.

The big folks in your family will want to buy ever so many things, and you will have such a good time picking out the things you want.

So awaken early on Tuesday morning and see if you can't get here ahead of the other little folks.

Sincerely,

Abraham & Strauss, Inc.

Baby Shop."

In the following letters, the tactful appeal to the

urbanity of the city woman in the Mazda Lamp letter

would lose its effectiveness if it were to replace

the colloquial tone of the electric pump letter; both

are sales messages put out by Westinghouse Electric

Company.

"A REFLECTION OF GOOD TASTE

As a woman of discrimination you choose your curtain material, your wall-paper and rugs, with a view to their appearance under artificial light. These are the conditions under which you know they will receive critical inspection. Your dresses for evening wear undergo the same exacting test.

It is in the nice selection of proper lamps to reflect the true beauty of your home, your taste in dress, and your own personality, that you meet a problem.

Westinghouse Mazda Lamps by their great variety in style, their every degree of lighting intensity, offer an easy solution to this problem. May we serve you? We are lighting experts.

Yours for distinctive lighting.

P.S. We are as handy to you as your 'phone."

"Dear Sir:

You'll wonder how in the world you ever got along without running water -- once your Westinghouse Light and Power Plant is hitched up to an electric pump.

That's what folks tell us.

They say they had rather got used to the old "pump and carry" system and didn't realize how much work, loss of time and inconvenience it involved.

But when the Westinghouse unit automatically pumped their water for them and they had nothing to do but turn the faucet to get running water fresh from the well --

-
1. Westinghouse Letter No. 8.

They were mighty glad the old order was changed.

They put in a modern bathroom.

Dad watered the horses every time he passed the trough the first day -- just to assure himself that the water came without his pumping.

Mother found dish-washing and washing clothes comparatively easy when there was no more water to carry.

The whole family voted life more worth living.

Won't you fill out the enclosed card and drop it in the box for us? We'd like you to see this Westinghouse plant and a demonstration will not put you under any obligation at all.

Yours very truly,"1

THE TECHNICAL VERSUS THE GENERAL WORD

When he wonders whether to use a technical term or the general lay word for the same thing, he should probably use the general term, because he cannot safely assume that the reader knows his business.

However, it is effective to use the technical language of a business to persons in the same business:

"The demands of city and state boards of health for milk of low bacterial count are becoming increasingly more strict, and equipment which will serve the dairyman in the production of better milk is bound to be of interest in the dairy field."²

"Notice particularly the spiral tang on our Brick Trowel. Although it is hard to see balance in a tool, we believe if you will look at the picture of our Plastering Trowel, you will see how nicely it is balanced, how well it fits your hand, and what a comfortable handle it has."³

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1. Westinghouse letter No. 14.
 2. Delco-Light Company letter No. 1.
 3. Henry Disston & Sons letter No. 4.

"About three weeks ago a "Coast" jobber came in to see us. It was merely to inquire regarding a certain standard tannage for which he was in the market. The result was that we sold him 400 bends."¹

"We solicit inquiries from Shoe Manufacturers on their requirements in Bends, Shoulders, Bellies, Full Soles and WELTING for Goodyear, McKay and Stitchdowns. We are now selling factories throughout Pennsylvania, New Jersey, New York and Maryland."²

"MONOBEL NO. 10.

The Bureau of Mines has recently added another du Pont explosive to its list of permissible explosives, namely Monobel No. 10. We consider this the best lump coal producer that we have ever put on the market. In fact, it acts more like B Blasting Powder than does any permissible we know.

Monobel 10 is the bulkiest permissible yet developed. It averages 185 sticks, $1\frac{1}{4}$ x 8 inches, to the 50 lb. case. In ton lots in the Alabama Mining District it would cost \$.0378 per stick.

As this powder is being shot stick for stick against other powders running from 135 to 150 sticks to the case and, in most cases, is giving equally as good or better results, its use permits considerable economy. It has done excellent work in shooting on this basis both off the solid and in undercut coal.

On account of the bulkiness of the powder, Monobel 10 is listed in Class B as regards fumes, nevertheless, the fumes are excellent. Reports from all over the country state that men go back after a shot of this powder without finding the fumes at all objectionable.

-
1. Sklar's Sales Service letter No. 4.
 2. Sklar's Sales Service Letter No. 5.

"About three weeks ago a 'Globe' jobber came in to see us. It was merely to inquire regarding a certain standard tamper for which he was in the market. The result was that we sold him 400 bombs."

"We solicit inquiries from some manufacturers on their requirements in bombs, shotguns, rifles, full sizes and WEATHER FOR GOODNESS, MONEY and SILENCE. We are now selling factories throughout Pennsylvania, New Jersey, New York and Maryland."

"MONROE NO. 10. The Bureau of Mines has recently added another to its list of permissible explosives, namely Monroe No. 10. We consider this the best lamp coal producer that we have ever put on the market. In fact, it acts more like B Blasting Powder than does any permissible we know."

Monroe 10 is the bluest permissible yet developed. It averages 185 sticks, 1 1/2 x 8 inches, to the 50 lb. case. In test lots in the Alabama Mining District it would cost \$0.375 per stick.

As this powder is being shot stick for stick against other powders running from 135 to 150 sticks to the case and, in most cases, is giving equally as good or better results, it is a considerable economy. It has done excellent work in shooting on this basis both off the solid and in unbroken coal.

On account of the bulkiness of the powder, Monroe 10 is listed in Class B as regards times, nevertheless, the times are excellent. Reports from all over the country state that men go back after a shot of this powder without finding the times at all objectionable.

I. S. S. Sales Service Letter No. 1.
S. S. S. Sales Service Letter No. 2.

If you are anxious to get more lump and also an additional profit from your commissary, or if you desire to give your miners the benefit of the saving on the per stick basis, we believe you would make no mistake in trying out this powder.

We have, at the present time, one of the best technical men in the United States - a man who has had the wide experience in the mines in Pennsylvania, Kentucky, and on down to Alabama - whose services are yours without any cost. Should you be interested in trying Monobel 10 we would be glad to hear from you and to arrange a demonstration.

With best wishes, we are

Yours very truly,"1

THE LONG VERSUS THE SHORT WORD

If there is a short word that seems as desirable as the long word, the chances are that it is more so, because for one thing, it saves the energy of the reader.²

However, there is a certain lingering over the idea which is expressed by the long word that the business man may do well to recognize.³

"Thus it seems more forcible to say, 'It is magnificent! than 'It is grand! The word vast is not as powerful a one as stupendous. Calling a thing nasty is not so effective as calling it disgusting."⁴

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1. Du Pont de Nemours & Company, letter No. 11.
 2. Spencer, Herbert, The Philosophy of Style, Brewster, op. cit., 171-2.
 3. Jespersen, op. cit., 136-137.
 4. Spencer, Herbert, The Philosophy of Style, Brewster, op. cit., 171-2.

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1. Dr. F. C. M. M. & Co., Letter No. 11.
2. Spencer, Herbert, The Philosophy of Style, Brewster, op. cit., 171-2.
3. Tansley, op. cit., 136-137.
4. Spencer, Herbert, The Philosophy of Style, Brewster, op. cit., 171-2.

Perhaps this is the reason that the pompous type of business men finds such a short-sighted satisfaction in the "Voluminous, mouth-filling epithets"¹ that fill his letters with what Dr. Samuel Johnson calls "sesquipedalian verbiage".²

But it is seldom that a word will be chosen merely because it is long or short; and, especially, it will not always be chosen because it is short, in view of the desirability of variety in word length. It would be better chosen because it were the exact definition, rich in association, warm in color and adaptable to the reader's comprehension.

An inspection of the following synonyms will allow the reader to form an opinion as to whether a word should not be chosen on some other basis than length.

abhor	-	abominate
evil	-	iniquity
shame	-	abomination
absurd	-	ludicrous
plenty	-	abundant
alert	-	energetic
real	-	authentic
near	-	adjacent
allow	-	tolerate
slow	-	reluctant

1. Spencer, Herbert, The Philosophy of Style, Brewster, op. cit., 171-2

2. Sherman Perry, Making Letters Talk Business, American Rolling Mills, Middletown, Ohio, p. 62.

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abhor	-	abominate
evil	-	indignity
shame	-	abomination
abundant	-	indifference
plenty	-	abundant
elate	-	energetic
real	-	authentic
near	-	adjacent
allow	-	tolerate
slow	-	reluctant

1. Spencer, Herbert, The Philosophy of Style, Brewster, ed., 1912, p. 171-2.
2. Sherman Ferry, Making Letters Talk Business, American Rolling Mills, Middletown, Ohio, p. 62.

THE FIGURATIVE VERSUS THE LITERAL WORD

The figurative word finds its opposite in the literal. Figurative language is vivid in imagery and depends on its aptitude for its force. The literal word is probably more exact in its power to convey the precise idea in the mind of the writer.

Here is the beginning of a letter built on a proverb:

"A bad penny always returns -- But this is a good penny and we don't want it returned. We are sending it to you just to bring to your attention the idea of the tremendous power back of this penny.

This penny will buy enough kerosene for fuel and enough lubricating oil to generate 200 watts of electricity with a Delco-Light plant" ¹

The next uses a well-known figure of speech:

"Eagle-A Coupon Bond needs no commendation to you and thousands the world over, who know it as being at the apex of the bond paper pyramid." ²

One more example:

"All those many tax questions that arise throughout the year -- can be answered! Can be answered quickly -- OFFICIALLY -- if you have The Federal Tax Service. See the enclosed pictorial explanation of how easily you can go, and go straight as the crow flies, to the very latest official, CONTROLLING ruling." ³

1. Delco-Light Company, Letter No. 3.
2. American Writing Paper Company, Letter No. 7.
3. The Corporation Trust Company, Letter No. 1.

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THE NATIVE VERSUS THE CLASSIC WORD

Sometimes it is the native word versus the classic that presents the verbal alternative. Much has been said to show the superior force of the Anglo-Saxon word, since it is the one learned in childhood and, besides being deeper-rooted in imagination, is the easiest to visualize.¹

And yet, the Anglo-Saxon word is not necessarily any deeper in association than many words of other origin that have become as firmly fixed in our language as they have. "Dane, Norman, Frisian, French, Huguenot - they all come in."²

THE DENOTATIVE VERSUS THE CONNOTATIVE WORD

One other choice confronts the business man in this connection -- the denotative word versus the connotative.³

The denotative word gives accuracy of definition; the connotative reaches into the emotional life and brings to bear on the sale the instinctive reaction of the reader.

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1. Spencer, Herbert, The Philosophy of Style, reprinted by Brewster, op. cit., p. 171-2
 2. Sir Arthur Quiller-Couch, The Art of Writing, op. cit., p. 215.
 3. Barrett Wendell, English Composition, 1918, p.70.

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Sometimes the appeal is positive, as:

"Mighty glad that you were in the store yesterday - you selected a splendid suit - and I know you will enjoy it!"

It is a great satisfaction to us to serve you; and to further this pleasure we have arranged departments to supply the many things that supplement your suit."¹

"Dear Sir:

Dodge Brothers Motor Car today is infinitely better than the car of yesterday, simply because of an unswerving policy of constant improvement, together with the strictest maintenance of quality.

The old dependability remains, but with added features to fortify it and make it even more secure.

If you are mechanically inclined we will be delighted to go into this subject with you personally and explain many features that make the car sturdier than ever before.

There is a vastly interesting story in Dodge Brothers use of fine steel, even to the last spring leaf.

But whether you are interested in such details or not, we are eager to show you how beautiful the Dodge Brothers cars are today - the low graceful lines, the striking lacquer finish, the smart fitments.

Then, too, we want you to ride with us. Whatever type you try you will be impressed at once with the greater comfort, riding ease and quietness of performance.

Just a telephone request and a car will be at your door.

Yours very truly,"²

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1. George Muse Clothing Co., letter No. 2.
 2. Bonnell Motor Car Company, letter No. 2.

Sometimes the appeal is positive, as:

"I might find that you were in the store yesterday - you selected a splendid suit - and I know you will enjoy it!"

It is a great satisfaction to us to serve you; and to further this pleasure we have arranged departments to supply the many things that supplement your suit."

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Dodge Brothers Motor Car today is infinitely better than the car of yesterday, simply because of an unswerving policy of constant improvement, together with the strictest maintenance of quality.

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Yours very truly,"

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"Do you remember that time you loaned your friend Bill five dollars for a couple of weeks, and after more than two weeks had passed you met him on the street and said, 'Bill, how about that five?' Did Bill turn on his heel and walk away without a word? Being a gentleman, he did not.

He either said, "Right you are, old man. Sorry I forgot it -- here you are," and paid; or he said "Sorry I haven't got it on me, but I'll pay you next Saturday sure," and he kept his word.

Did it ever occur to you that to utterly ignore a letter asking for payment of an overdue account is just as discourteous as it would have been if Bill had turned his heel and left you without a word?

It won't cost you even an envelope and stamp to answer us - we enclose them. Put in your check and get this small account out of the way. If you can't do that figure out the date you can pay and write us so we'll know where we stand.

Don't "turn on your heel" and walk away without a word.

Yours very truly,"1

Sometimes it is decidedly negative:

"The meanest man on your route is your greatest enemy.

He gambles with the lives of your children. He courts destruction by fire. He's an enemy of your family's health, happiness and comfort.

He's the fellow who makes farm life weary and distasteful, and he drives you on under handicaps that sap your own strength and make your life

1. T. R. Hutchins & Son, No. 1.

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Yours very truly, "I"

Sometimes it is decidedly negative:

"The nearest man on your route is your greatest enemy."

He gambles with the lives of your children. He courts destruction by fire. He's an enemy of your family's health, happiness and comfort.

He's the fellow who makes firm life wavy and disastrous, and he drives you on under handicaps that sap your own strength and make your life

doubly hard. No - he wouldn't hitch his wife to a plow like his crusty ancestors did, but he has forced her to bear a far more tiring burden.

He's not your REAL self - he's just a THOUGHTLESS person. Why, he wouldn't be that mean for the world. But, he's careless and unthinking.

Water is the most important thing in life. Chances are it's something you never stopped to think about. This folder gives many facts - read them over, and then send in the card for information that might lead to the biggest forward step in progress you could ever make. It's your farm, your life, your family. What are you going to do about it?

Yours very truly, "1

THE BEST WORD FOR THE PLACE

But although these preferences have been expressed in general, no one should allow another to curtail his freedom of choice as far as words go, provided he informs himself as fully as may be on the distinctions, the background, the standing of the words he would like to use. English offers remarkable freedom in the choice of words but delegates with that freedom a correspondingly deep responsibility for using words wisely if one would use them effectively.

Theoretically, at least, there is one word superior to all others for any particular use. Whether the word chosen be long or short, technical or lay, native or foreign, abstract or concrete, denotative or connotative, will depend upon the use for it that the writer has in mind. To enable one to make the best possible

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to a blow like his crazy ancestors did, but
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choice of word, an extensive vocabulary is needed.

MEANS OF INCREASING THE BUSINESS VOCABULARY

There are in general four ways of increasing one's vocabulary. The first of which is to analyze his own vocabulary. Any writer is generally conscious of whether or not his vocabulary is adequate for his present word needs. But in particular he should observe whether or not he has to grope too often for a word; whether or not when he has done his best he generally feels confident that he has succeeded in finding the right word. A close observation of the number of times he hears words from the lips of good speakers or runs across them in good books without a fairly or very good notion of their significance indicates how his vocabulary compares with those with whom he is thrown in contact. Moreover, the use of a vocabulary test such as those devised by Professor Inglis of Harvard, published by Ginn & Company, ¹ will afford a scientific and an interesting way to measure the range and size of one's store of the more learned sort of word which occurs in the vocabulary of the superior person.

One may have very good reason to be conscious

1. Alexander Inglis, *The Inglis Tests on English Vocabulary*, Ginn & Company, Boston, 1924.
(See sample in appendix)

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of his growing word needs; although it is possible to conceive of a writer as standing still in a changing world so that he might not be aware that he had any such deficiency.

Certain it is that when one enters a new field of business he may have to acquire a new vocabulary which is more or less technical within that business. He may have to grow accustomed to a new "line of shop talk" with its peculiar clippings and abbreviations for commodity grades and brands and its unique roster of firm names with whom his concern corresponds. Such an undertaking is not a light one, as most business men well know; nor, since one cannot remain uninitiated long without paying a heavy toll to the respect of his co-workers, is it an achievement that cannot be postponed beyond the time-limits of necessity.

However, the vocabulary that is required to satisfy the new demands of a man's experience is not altogether a technical one. On the contrary, it arises as his reading either widens or deepens his knowledge of men and affairs. The consciousness of this need is especially one of the mental growing pains of youth, which admittedly

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has so much to learn. But the demand for new words to express new ideas should not cease when one's formal education is finished. It goes almost without saying that the progressive, discriminating letter writer holds a life tenure in the "job" of vocabulary building.

Let us advise him then about his "life-long business." Word curiosity, once whetted, should be satisfied by an investigation of the meaning, the social standing, the derivation and the connotation of the word in question, and should be followed by the use of this word in an increasingly exact and facile manner.

STUDY OF WORD CLASSES

After a reasonable amount of study he will see that words are classified in three groups according to their meaning: synonyms, antonyms, and homonyms. A study of these classes will do much to clarify meanings by analogy and contrast, and will eventually endow one with the power to "hurl these words upon the enemy, not as disconnected units, but as battalions."

SYNONYMS

To get back to word classes. Synonyms are subtly

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1. Greever and Bachelor, Century Vocabulary Builder, Century Company, 1923, p.9.

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SYNONYMS

To get back to word classes. Synonyms are words

and accurately treated in Crabb's English Synonyms,¹ or Fernald's English Synonyms, Antonyms and Prepositions,² but they are also given in the Unabridged Dictionary, although the distinctions are more suggestive than finely-drawn; hence the writer must depend to a greater rather than to a less degree upon his preliminary fundamental knowledge of words in order to recognize which one he needs when he sees it.

Connotation adds something beyond definition to the significance of a word; but what that something is depends upon the emotional experience, the depth of knowledge, the whole background of the reader. The writer cannot afford to surmise any definite background for the individual reader, but he is pretty safe in building on the instincts which, regardless of a possible superstructure of intellectual attainment, lie behind and beyond the consciousness of us all. He may be confident in making an appeal to childish memories and even to racial memories to get emotional response.³

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1. George Crabb, English Synonyms, Harper & Bros., New York, N.Y., 1895.
 2. Fernald, James C., English Synonyms, Antonyms and Prepositions, Funk and Wagnalls, New York.
 3. Raymond, Charles Harvey, Modern Business Writing, The Century Company, 1923, p. 51.

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 2. Fernald, James C., English Synonyms, Antonyms and
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 3. Raymond, Charles Harvey, Modern Business Writing,
 The Century Company, 1923, p. 21.

Now let us not forget that he does this through words, not words as definitions of ideas but words as symbols of ideas. He uses figures of speech, perhaps, or warm, glowing adjectives, image-provoking, concrete nouns: words that are mystical, words that trail "clouds of glory" as they come; and he uses these words knowing that each connotative word has "the strength of ten" merely denotative ones.

The interest of the reader depends upon the forcefulness of association between the writer's message and the reader's needs or desires. This forcefulness, in turn, depends on connotation. The writer of business letters finds the education of the reader an almost prohibitively long process, for in one letter he is virtually limited to offering for the reader's acceptance just one page of, say, 200 words. The reader probably cannot be educated to the worth of a product in 200 words, but how often he can be "sold."

A great deal of stress has been laid on the choice of the connotative word rather than the denotative one when a sales appeal is being made. The writing which persuades instead of convincing through cold reason

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does indeed take the short circuit to action.¹ It is based upon the fact that desire precedes action in the mental sales process and it therefore makes its appeal to the instincts instead of to the intellect.

Persuasion alone may prove effective - and it may not. The writer may well include a persuasive appeal in every sales letter whether or not he reinforces the persuasive element with fact-material to heighten conviction.

ANTONYMS

Antonyms are words that have directly opposite meanings; e.g., hot, cold; warm, cool; black, white; selfish, unselfish. Many pairs of antonyms are like selfish, unselfish in that one of the pair carries a positive suggestion and the other a negative. The business writer should recognize the danger of making negative suggestions. A moment's reflection will show him that a knowledge of the antonym of the negative word may possibly enable him to present his thought from the constructive viewpoint.

Moreover, antonyms may be used in pairs, in balanced sentence structure. Indeed, to use words in

1. Charles Harvey Raymond, Modern Business Writing, The Century Company, N.Y., 1923, p. 143.

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opposition to each other is to take advantage of one of the most vivid means of impression -- contrast. Contrase is one sort of conflict. In any form or any medium - in fiction, in advertising, in business letters, - it may become a vital way of getting interest in character or situation development.

HOMONYMS

A homonym is a word that agrees in sound with, but differs in form from, another.² The business man should guard against confusing these words in definition or in allowing a "reflex connotation"³ to creep in. The use of puns so often suggested by homonyms is an undesirable form of humor, especially in business letters, where any cleverness detracts the writer's attention from the thought.

The L. Needles-Brooker Company, Shirt Manufacturers use the slogan: "It takes Needles to make Shirts."⁴

The makers of Middishade Blue Serge Suits advertise themselves as "Sergical Specialists Operating on Blue Serge Only."⁵

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1. James Melvin Lee, Language for Men of Affairs, Ronald Press, p. 389.
 2. Funk & Wagnalls College Standard Dictionary.
 3. Century Vocabulary Builder, p.36
 4. L. Needles-Brooker Co., letter No. 1.
 5. The Middishade Company, letter No. 1.

opposition to each other is to take advantage of one of the most vivid means of impression -- contrast. Contrast is one sort of conflict. In any form or any medium -- in fiction, in advertising, in business letters, -- it may become a vital way of getting interest in character or situation development.

HOMONYMS

A homonym is a word that agrees in sound with but differs in form from, another. The business man should guard against confusing these words in definition or in allowing a "reflex connotation" to creep in. The use of puns is often suggested by homonyms as an undesirable form of humor, especially in business letters, where any cleverness detracts the writer's attention from the thought.

The I. Needles-Brooker Company, Shirt Manufacturers use the slogan: "It takes Needles to make Shirts."

The makers of Middlebush Blue Serge Shirts advertise themselves as "Surgical Specialists Operating on Blue Serge Only."

1. James Melvin Lee, Language for Men of Affairs, Ronald Press, p. 382.
2. Funk & Wagnell's College Standard Dictionary.
3. Century Vocabulary Builder, p. 36.
4. I. Needles-Brooker Co., letter No. 1.
5. The Middlebush Company, letter No. 1.



DEVELOPMENT OF INTEREST IN WORDS

The business writer should develop an interest in words: how they are constructed; what their present meaning is; and whenever occasion allows, he should satisfy his curiosity as to the changes in meaning that these words have undergone.¹

USE OF AN ADEQUATE DICTIONARY

Moreover, he should own, have available and use a good college dictionary, such as Funk & Wagnall's or Webster's. The dictionary can settle most doubtful points of usage and if enthusiastically and consistently used will reveal its treasures to the uninitiated. The following excerpts from letters put out by the G. & C. Merriam Company afford us an opportunity to see what these publishers claim for the Webster's Collegiate and Webster's International Dictionaries:

"To enhance its usefulness, the Collegiate includes in its 1256 pages the following features:

1. Hundreds of New Words.
2. Synonyms listed, explained and compared.
3. Quotations from authoritative writers of English appended to many definitions to show just how the word is used in these senses.
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1. See list of interesting etymologies in appendix p xxii



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4. Typical parts of speech given.

1. See list of interesting etymologies in appendix 2.

5. Pronunciation shown by the familiar Websterian diacritical marks and respelling.
6. Use of capital letters indicated.
7. Words divided into syllables.
8. Rules for spelling.
9. Rules for punctuation.
10. Nine useful supplementary departments, including Geographical and Biographical Dictionaries."¹

"Not only does the New International give you a complete understanding of words and their use, but it is packed with concise encyclopedic tables and articles (See Knot on India Paper specimen page 1184) that enable you to find, in One Volume, accurate and up-to-date information which you would expect to find only in an encyclopedia.

The circular, 'Introducing Your Dictionary to You,' shows graphically the accurate, authoritative and convenient Websterian method of treating the more than 407,000 vocabulary entries. In this comprehensive vocabulary you will find complete information about words, including thousands of NEW WORDS, SYNONYMS listed and compared, CHARACTERS IN MYTHOLOGY and FICTION, FOREIGN WORDS and PHRASES, ABBREVIATIONS, ILLUSTRATIONS, etc. To make the New International even more valuable as a Reference Work, there is in addition to the main vocabulary a BIOGRAPHICAL DICTIONARY giving the important facts about 12,000 note-worthy persons, and a recently revised GAZETTEER of the WORLD treating 32,000 geographical subjects."²

fold purpose; first to get precision in definition

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1. G. & C. Merriam Company letter No. 4.
 2. " " " " No. 3.
- of perfect yet positive communication.

READING OF GOOD BOOKS

The business man should devote some of his leisure to reading good books -- books which will enlarge his vision and keep him attuned to the ever-enlarging sphere of men of affairs. As he reads, he should study the words that he comes across which are new to him, realizing that when he increases his reading vocabulary he has taken the first step toward increasing his writing vocabulary. He should study these words with the aid of the dictionary, not only in themselves as isolated units but with regard to their context. He should note whether or not they jibe with their verbal neighbors; whether or not they are phrased in rhythmic sentences.

PRACTICE FITTING WORDS TO IDEAS

And, lastly, in his effort to increase his vocabulary, he should practice writing with a two-fold purpose; first to get precision in definition and secondly to attain the power to contact the emotional life of the reader through the use of words of powerful yet positive connotation.

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THE BASIS OF CORRECTNESS IN BUSINESS LANGUAGE

Even a brief study of the history of the English language would serve to show that English is as it is today because of certain processes of growth and certain important tendencies. These influences are responsible for our present system of spelling, pronunciation, and idiom. In order for business language to be effective it is very desirable for it to be correct in these three respects.

CORRECT SPELLING

The spelling of the business letter must be correct and where usage varies the one chosen should represent the preferred American spelling. It is not sufficient that the word be found in the dictionary on account of many colloquial forms being listed.

The letter in which misspelled words are found brands its dictator and its typist as ignorant or careless, or both. There are several convenient hand books to supplement the dictionary,¹ in fact, there is little or no excuse for the business writer shielding his poor spelling behind the plea that English language is too irregular in its spelling to afford a standard worth learning.

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He should realize that much poor spelling is the result of slovenly pronunciation with a tendency toward blurred vocal enunciation both of vowels and consonants; secondly, that it comes about from failure to observe the printed word in reading, and, lastly, from an uncritical attitude which fails to challenge and confirm the spelling of every word about which he is in doubt. Bulwer-Lytton probably expressed what many a man before and since his day has felt when he said that "it was impossible to find 'a more lying, roundabout, puzzle-headed delusion concocted by the father of falsehood than that with which we confuse the clear instincts of truth as our accursed system of spelling.'"¹

Spelling and pronunciation can and should be checked by the dictionary, but the correct use of idiom is a somewhat more subtle thing to acquire.

He will gradually, I venture to predict, become enthusiastic as he sees how a knowledge of grammar stimulates clear thinking and settles once for all those difficulties, which left unsolved are responsible

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1. Frank H. Vizetelly, *Words We Misspell in Business*, Funk & Wagnalls Co., N.Y., 1921, Introduction p.vii.

expression peculiar to any language. Each language

1. Frank H. Vizetelly and Leander J. De Bekker, *A Book of Idiomatic Phrases*, Funk & Wagnalls Co., N.Y., 1923. Introduction (quoting George P. Marsh, *Lectures on English Language*)

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for the embarrassment of hundreds of American business men who are trying vainly to decide questions of usage by the baffling method of "how it sounds."

The successful student of language, then, is willing to observe how language works. He sees that it is for the most part logical, more because it is the expression of the reasoning mind than on account of anything else, but he also knows that certain expressions, the idioms of the language, do not subject themselves to any criterion other than that of tradition. He knows that language lives and changes.

RECOGNITION OF CORRECT GRAMMATICAL USAGE AS A NECESSARY FACTOR IN EFFECTIVE WRITING

It is generally conceded that expression must first of all be correct, although it is generally acknowledged that correctness alone does not insure effective expression; rhetoric, in general, and idiomatic usage, in particular, must be taken into consideration.¹

NEED OF RELATING IDIOM TO GRAMMAR

An idiom is a peculiar construction or turn of expression peculiar to any language. Each language

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has its own idioms.¹ The only way for a writer to bring his message home is to make the language seem perfectly natural, so that it almost passes unnoticed, leaving all of the reader's attention focused on the message itself. The use of idiomatic English will do as much as any one thing can to accomplish this result.

The writer does not have to worry because the construction of the idiom is not logical or because it violates the strict rules of grammar.² He need only reflect that these short-cuts in language are used effectively by the most powerful and reputable writers in every age.

The reading of good books and wide contacts with people help one to become conscious of the depth of connotation and the picturesque quality that the idiom can give.³

The inability of the foreigner to handle English lies largely in his ignorance not only of what he may say but of what he may not say, judged on the basis of idiomatic usage.⁴

1. Kittredge, Goerge Lyman, and Farley, Frank Edgar, Advanced English Grammar, Ginn & Co., Boston, 1923, p.xv.
2. George B. Woods, "A College Hand Book of Writing" Doubleday Page, N.Y., 1913, p.56.
3. Slater, John Rothwell, "Freshman Rhetoric Revised," D. C. Heath & Company, 1922, p.202-3.
4. Jespersen, op. cit., p. 138.

He, like possibly the native born student of English, could trace his discouragement in the technical study of English to his failure to realize the relation between grammar and idiom.¹

The following quotations from business letters have an idiomatic quality:

"If you crowd a flat, non-expansion folder with an inch or two thickness of correspondence, you are pretty sure to draw the index down back of the papers."²

"School will soon be 'out'
And this lets the shade dealer 'in.'³

"Of course that's just one use for Duro."⁴

"Why not settle the water supply problem forever?"⁵

"And we are mighty anxious for you to find out."⁶

Consciousness of one's deficiency in language perhaps involves three ^{four} aspects: just what they are, how serious they are, how much they are the result of poor foundation in language study, how much they are the result of carelessness.

The writer ambitious to improve his English should ask himself "What errors do I make? and why do I make them? Am I ignorant of good usage or merely careless?"

1. Manly & Rickert, "The Writing of English" revised edition, Henry Holt & Company, p.40.
2. Alvah Bushnell Company letter No. 2.
3. E. I. du Pont de Nemours & Co., Inc., letter no.10
4. Duro letter No. 4.
5. Duro letter No. 7.
6. Bert L. Daily, letter No. 2.

And then he may well consider how he can improve.

A study of grammar will give him the key to many a puzzling construction but if he does not believe in the value of knowing why a thing is right or wrong as well as knowing what is right or wrong, he is very likely to become discouraged before he has learned enough to do him any good.

DEFINITION OF GRAMMAR

Grammar is a science which devotes itself to the consideration and examination of language in its various organizations. There is a grammar of letters, called orthography; a grammar of words, called etymology; and a grammar of sentences called syntax. This science is governed by certain laws which derive their authority not, strictly speaking, from logic, but from the approval and practice of reputable writers and speakers.

It is particularly important to realize that grammar does not "contain rules of speaking well" it is merely a body of technique useful for learning languages.¹ Strangely enough, it seldom happens that either the sponsor of grammar study or the incorrect user of language understands both of these aspects; but that both exist can be proved by the philosopher.

1. Benedetto Croce, *Aesthetic*, Macmillan & Company, Ltd., London, 1909, p.243.

The fact remains that, although the mature person is supposed to have an elementary background of grammar, even the college student is generally found to be without this means of self-improvement.

GRAMMAR INDISPENSABLE FOR SELF-CRITICISM

The writer who is equipped with a sound grammatical knowledge gained from a text which is elementary or advanced to suit his comprehension¹ will find himself equipped to criticise his own expression. He will be saved untold embarrassment by being able to substitute well-founded decisions for guess-work and will find instead of a self-consciousness of mediocre, inaccurate, and haphazard expression a sense of security and power in all that he utters. He will not only know what is right, but why.

CONSTRUCTION OF WORDS

As we have pointed out in our historical study of English, our native tongue is in the main, uninflected (analytical). Nevertheless, this status is relatively rather than absolutely true for some words are inflected. For instance, nouns are inflected to show the plural, as boy, boys; or to show the possessive, as day, day's; verbs are inflected to show tense or time, as walk, walked;

1. Curme, George O. "College English Grammar"
Kittredge & Farley, "An Advanced English Grammar."

to show person; do, does, etc. Thus it may be easily seen that the construction of some words is shown by their inflection.

CHANGE IN ORDER

Words may show their construction also by the order in which they appear in the sentence. Indeed this device was largely relied upon during the early part of the Modern Period (1485-1611) when English had shed most of its inflection but had not been stabilized, among other things, with regard to the use of prepositions, and auxilliary verbs.

In the sentence, "Jones & Company will send you a credit memorandum," the order in which Jones & Company and you appear determines the meaning of the sentence, as may be seen by reversing the order, "You will send Jones & Company a credit memorandum."

USE OF CONNECTIVES

Thirdly, the construction of words is shown by the use of connectives. Prepositions and conjunctions are the words which undertake to relate idea-expressing words to each other. Each preposition and conjunction has its particular meaning, and exactness in expression

is obtained largely through a precise use of these connectives. Let us not forget that their usage is largely idiomatic and offers many difficulties to the foreigner, whose native tongue may be synthetic, that is, dependent upon word terminations rather than on connectives to express word relations, and has its own idioms.

ELEMENTS OF THE SENTENCE

The sentence is made up, at first sight, of words - words either expressing definite ideas such as you, two, methods, same, work, probably, question, first, occur, speed, dollars, cents, inside, pages, etc.¹ or words that connect these idea-expressing words with one another, as: of in methods of doing; or is in "this is probably the question," etc.²

On second thought, however, we see that some words within the sentence occur in groups comprising what we call phrases and clauses. A phrase, in the grammatical sense, is a group of words having no subject or predicate, used as a part of speech. A clause, however, is a group of words having a subject and a predicate,

1. Burroughs Adding Machine Company, letter #4.

2. Ibid.

also used as a part of speech. We must further observe that, like single words, groups of words are subject to the dictum of good usage.

For instance, the modifier should be placed near the word modified. The dangling participle is a misplaced modifier, and should be avoided. One other thing to be borne in mind is that it often happens that one form of modifier can not be satisfactorily translated into another.

We must then know and employ idiomatic usage in sentence structure.

STRUCTURE OF THE SENTENCE

The sentence itself is a group of words that express a complete thought. The business man is very frequently careless in his sentence structure. His so-called sentences are frequently not more than mere fragments, sometimes lacking a subject, sometimes a verb. He does not realize that the sentence is built on the skeleton of subject plus predicate, and that if it lacks either of these two it has indeed lost its backbone, and is a spineless mass of mere words. Let us look a little closer at each of these essentials.

The subject of the sentence is that about which something is said or asserted by the predicate. To put the matter a little differently, the verb states something that is supposedly true of the subject. Hence, it is indeed "limited" or finite and by the same token those verb forms known as the participle or infinitive are not and cannot be, the predicate verb of any sentence. They are not finite but infinite.

ORDER OF THE SENTENCE

It is natural in English to put the subject of the sentence before the predicate verb, but the business writer need not hesitate to use the inverted order, the verb preceding the subject, when he wishes for any particular reason to stress a certain idea by the use of this device.

CLASSES OF SENTENCES

Sentences, like men, may be classified from different points of view, but it is always well to bear in mind the basis of classification. One cannot place ideas in different categories without knowing well the qualities or attributes that are essential in the differentiation.

Sentences, first, may be classified according to structure, giving us three main varieties, simple, compound and complex.

SIMPLE SENTENCE

The simple sentence makes one assertion. In general, it may be said to have but one subject and one predicate, but not infrequently the subject may be plural or the verb may be plural, or even both may be plural, without throwing the sentence into any different classification than simple. The simple sentence is a good one for business uses, chiefly because of its ease of comprehension, which enables it to be understood without allowing any possibility of its being misconstrued or misinterpreted. Its unescapable directness is valuable in building confidence in the writer.

COMPOUND SENTENCE

The compound sentence, on the other hand, is unwieldy. It consists of two or more independent statements joined both by the coordinate conjunction that connects the statements and also joined by the affiliation of idea which prompted the writer to house these two statements under one sentence-roof.

Generally speaking, the business writer will do well to divide the compound sentence into its component parts, or perhaps to look beneath the surface and discover a possibility of one of these ideas being properly subordinated to the other.

COMPLEX SENTENCE

The sentence which does subordinate one assertion to the other is called the complex sentence. It is indeed a valuable sentence form. It helps as few devices do to give emphasis to what the writer wishes the reader to regard as important and it can be used skillfully to throw into the background those unnecessary details which may, none the less, contribute to the complete transmission of the idea from the mind of the writer to the mind of the reader.

COMPOUND-COMPLEX

In addition to these main divisions, some sentences may be found to have the characteristics of both the compound and the complex. They are quite aptly known as compound-complex sentences. Like the compound sentence, they are not necessarily unwieldy when used by the crystal-clear thinker who is likewise a master of language; but, too often they are used by the

loquacious business man who, like Tennyson's Brook goes on forever.

ACCORDING TO FUNCTION

Sentences may also be classified according to the work they do: first, as declarative; second, as interrogative; third, imperative; and possibly, fourth, exclamatory.

The declarative sentence asserts something. It is followed by a period.

The interrogative sentence asks a question. It is followed by an interrogation point.

The imperative sentence expresses a demand or request. It is followed by a period.

The exclamatory sentence is generally a declarative, interrogative or imperative sentence uttered with such emotion as to give it a peculiar significance. It is the sentence-long interjection, and is followed by the exclamation point.

The business man will not find a knowledge of parts of speech and their properties of little value. Indeed, certainty about detail it is that gives sureness of touch and produces the letter that sounds as though it were written by a man of education and refinement.

THE BASIS FOR EFFECTIVENESS IN BUSINESS LANGUAGE

The really successful letter is more than merely correct. Correctness is assumed as a pre-requisite. It must be effective in its attempt to induce the reader to follow the suggestion of the writer. Moreover, learning to write requires

RHETORIC DIFFERENTIATED FROM GRAMMAR

To achieve the necessary skill in the art of writing and to consistently impel reader-compliance and action, the writer should study the underlying theory of rhetoric.

It is important at the outset that the student see clearly that there is a difference between the sentence which is correct in that its writer recognizes and obeys the laws of grammar, and the one that, in addition, is effective because he appreciates and applies the fundamental principles of rhetoric.

A great deal of discouragement has come to the superficial student of grammatical usage because he expected that knowledge alone would perfect

1. Robert Louis Stevenson, *Style in Literature*, quoted in *Representative English Essays*; Warner Taylor, editor; Harper and Brothers, N.Y., 1923, p.314.

his language expression; - but it will not. Knowledge must be supplemented by practice to attain skill; the business correspondent requires a background of intelligence, observation and experience before he can hope to produce outstandingly successful writing. Moreover, learning to write requires patience and industry as well as common sense and clean-cut method.

PRELIMINARY VIEW OF APPLICATION OF RHETORIC TO BUSINESS LANGUAGE

Certain fundamental principles that govern effective writing in any field were discovered long ago. Although their identity is well recognized, they have been variously named. We shall consider them under their simplest and best-known designations.

Before we proceed with a detailed study, we must realize that the writer must keep in mind several considerations -- patterns as Stevenson calls them.

"It may be said with sufficient justice that the motive and end of any art is to make a pattern; a pattern, it may be, of colors, of sounds, of changing attitudes, geometrical figures, or imitative lines; but still a pattern,"¹ so we must bear in mind at this time

1. Robert Louis Stevenson, *Style in Literature*, quoted in *Representative English Essays*; Warner Taylor, editor; Harper and Brothers, N.Y., 1923, p.314.

not only the principle to be applied but the unit of expression to which the application is to be made.

FUNDAMENTAL PRINCIPLES -UNITS OF EXPRESSION

These principles are (1) unity, (2) coherence, (3) force (or emphasis) and (4) elegance (or euphony); and the units in correspondence to which they are to be applied are: (1) the sentence, (2) the paragraph and (3) the business letter.

UNITY - DEFINITION

Unity is that quality which demands oneness of idea -- homogeneity. In rhetoric, unity is simply interpreted as requiring that one simple idea or ideal should pervade and control the whole.¹

TWO-FOLD FUNCTION OF UNITY

Unity has a two-fold function: to select material and to evaluate it. Any one who has read Bautain on this point, as Mr. Spillman points out, can hardly resist quoting him:

1. College Standard Dictionary - Funk & Wagnalls.

1. The Art of Eloquent Speaking, M. Bautain, quoted by Harry Collins Spillman in Making the Business Speech Effective, Gregg Publishing Co., N.Y., 1924, p. 85-6

"First, as we have said, he must collect the ingredients of his compost. Then he will do what the bee does, which rifles the flowers -- exactly what the bee does; for by an admirable instinct, which never misleads it, it extracts from the cup of flowers only what serves to form the wax and honey, the aromatic and the oleaginous particles. But, be it well observed, the bee first nourishes itself with these extracts, digests them, transmutes them, and turns them into wax and honey solely by an operation of absorption and assimilation.

Just so should the speaker do. Before him lie the fields of science and of literature, rich in each description of flower and fruit -- every hue, every flavor. In these fields he will seek his booty, but with discernment; and choosing only what suits his work, he will extract from it, by thoughtful reading and by the process of mental tasting (his thoughts all absorbed in his topic, and darting at once upon whatever relates to it), everything which can minister nutriment to his intelligence, or fill it, or even perfume it; in a word, the substantial or aromatic elements of his honey, or idea, but ever so as to take in and to digest, like the bee, in order that there may be a real transformation and appropriation, and consequently a production fraught with life, and to live."1

MEANS OF OBTAINING UNITY - CLEAR THINKING

It is obvious that to be strict in the selection and evaluation of material requires clear thinking -- in no other way can one discriminate. The writer must know exactly what is to be said.

1. The Art of Extempore Speaking, M. Bautain, quoted by Harry Collins Spillman in Making the Business Speech Effective, Gregg Publishing Co., N.Y., 1924, p.85-6

PROPER EVALUATION OF MATERIAL

After the problem has been clearly thought through, the writer is in a position to see what is important; what the issues are; what the crucial point is. He will then bend all of his efforts to apply, with sureness and delicacy of touch, the appropriate amount of force to each aspect of his message.

AVOIDANCE OF PARENTHETICAL EXPRESSION OR DIGRESSION

He will also be careful to avoid the parenthetical expression, the explanation or digression which, if thrown, instead of being woven, into his sentence, almost invariably weakens its fabric; disintregates its individuality.

FREQUENT REFERENCE TO EXACT END IN VIEW

Does it not go without saying that he must keep his eye on the port he is making? It is also both obvious and necessary, that he impel the reader to do likewise. Hence the writer will refer to his exact aim frequently. In each unit of expression he will focus the attention of the reader on the point to be established. He will express each distinct thought in a sentence by itself; each main idea although expanded and supported by contributory ideas in a paragraph by itself; each individual subject

although elaborated by each succeeding paragraph in a letter by itself.

"The following is an excerpt from our Sales Manual:-

Each letter should be dated and show the place from which it is written. Do not put more than one subject in a letter. Indicate clearly the subject, and if it relates to an order be sure that the order number, date, customer's name and other necessary information is included."1

ADOPTING AND MAINTAINING A FIXED POINT OF VIEW

The writer, governed by progressive business policies or a generally constructive attitude, will wisely adopt his point of view in every situation and, having established it, will maintain it with no deviation. Even in minor points he will be consistent.

AVOIDING ANY UNNECESSARY "SHIFT" IN VERBAL PROPERTIES

Specifically, he will avoid any unnecessary shift in voice; that is, he will not needlessly change back and forth from the active to the passive voice, or vice versa. He will observe uniformity in number; not jumping to and fro between the singular and the plural without reason. Especially, he will maintain uniformity in his point of view as far as the use of first, second or

1. Sargent letter #1.

third person is concerned, for he knows this shift to be one of the commonest violations of unity. He will check up his verbs to see that they are uniform in tense because he will realize that there is a general tendency to shift from one tense to another, even though no change of time needs to be indicated.

GIVING PARALLEL STRUCTURE TO PARALLEL IDEAS

The correspondent's preliminary logical thinking results in his analysing the subject so that he emerges from his cogitation with a pretty good idea of the main and sub-divisions of his subject. In other words, he knows what ideas are subordinate and what ideas are parallel. In order to make the reader sense these evaluations as he senses them, it remains for him, on the one hand, to indicate the subordination of the minor ideas by such devices as subordinate conjunctions and the use of the complex sentence; and, on the other hand, to give to parallel ideas, parallel structure.

1. McGraw-Hill letter #1.

2. United States Rubber Company letter #7.

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GIVING PARALLEL STRUCTURE TO PARALLEL IDEAS

The correspondent's preliminary logical thinking results in his analyzing the subject so that he emerges from his cogitation with a pretty good idea of the main and sub-divisions of his subject. In other words, he knows what ideas are subordinate and what ideas are parallel. In order to make the reader sense these evaluations as he senses them, it remains for him, on the one hand, to indicate the subordination of the minor ideas by such devices as subordinate conjunctions and the use of the complex sentence; and, on the other hand, to give to parallel ideas, parallel structure.

The McGraw-Hill Book Company begins one of its letters with headlines showing parallel structure:¹

"-for study	0	a sound textbook
-for brushing-up	0	HALL'S
	0	Theory & Practice
-for reference	0	of Advertising
	0	\$5.00
-for research		Just out!

The following letter would gain in effectiveness if a more strictly parallel structure were given in the listing of items:²

"Dear Sir:

Never before has any tire company offered to its dealers so many outstanding advantages in the way of new sales helps and merchandise as does the United States Rubber Company for the year 1926. Among these advantages we proudly point out the following attractions which have recently been added to the already valuable franchise:

1. A more liberal discount for volume plan.
2. An even greater advertising schedule.
3. Unusually prompt service.
4. The Usco Tube--a quality tube at a competitive price.
5. The Usco Balloon--a truly sensational tire.
6. A Balloon Tire Patch that is revolutionizing the repair problem.

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1. McGraw-Hill letter #1.
 2. United States Rubber Company letter #9.

7. An unusually good cold patch outfit.
8. The new Motorcoach Tire.
9. A new and improved Heavy Service Pneumatic Truck Tire.

The U. S. Salesman will be glad to explain all these things in detail, as well as the numerous other reasons why you will profit most as a United States Sales and Service Dealer.

Very truly yours,"

The same criticism applies to the following - in respect to the third "reason" given in the letter which does not strictly "match" the first two:¹

- 1st. Your air line will be absolutely air-tight.
- 2nd. Your customers Valve Insides will not be damaged.
- 3rd. You will not need to keep a large reserve pressure in your compressor tank, because the Schrader chuck deflator depresses the Valve Inside plunger pin and overcomes the spring tension in Valve Inside. The air flows freely from tank to tire.

or again,

- "1. Saves air.
2. Free flow of air.
3. Cannot damage valve insides."¹

could be improved by wording "2" "Permits free flow of air."

1. A. Schrader's Son letter #3.

The two letters that follow meet these tests for unity:

"Dear Customer:

It has come to our attention that you have not yet protected yourself on your 1926 garden hose requirements. Yet considering the steady increase in rubber prices, you will undoubtedly want to do so.

You probably know that crude rubber has very recently jumped from 72¢ to over \$1.00 per lb.

And Tire prices jumped 20% last week.

But there is one consolation - a garden hose order placed now for Spring delivery will be payable May 1st AT PRESENT PRICES.

Therefore; a word to the wise: use the enclosed post card -- NOW.

Very truly yours,"¹

To Teachers of Typewriting:

There are many times when extra typewriters are needed temporarily in the school room or by the students at home. This is especially true at the start of the school year.

Perhaps the size of your typewriting class is larger than expected, but you think some of the students will drop out in a month or so and the purchase of new machines is not warranted.

1. United States Rubber Company letter #12.

The two letters that follow meet these tests

For unity:

"Dear Customer:

It has come to our attention that you have not yet protected yourself on your 1936 Garden hose requirements. Yet considering the steady increase in rubber prices, you will undoubtedly want to do so.

You probably know that crude rubber has very recently jumped from 78¢ to over \$1.00 per lb.

And tire prices jumped 30¢ last week.

But there is one consolation - a Garden hose order placed now for Spring delivery will be payable May 1st AT PRESENT PRICES.

Therefore, a word to the wise: use the enclosed post card -- NOW.

Very truly yours,

To Teachers of Typewriting:

There are many times when extra typewriters are needed temporarily in the school room or by the students at home. This is especially true at the start of the school year.

Perhaps the size of your typewriting class is larger than expected, but you think some of the students will drop out in a month or so and the purchase of new machines is not warranted.

I. United States Rubber Company letter #12.

Perhaps some of your students are anxious to increase their speed and accuracy by home practice.

In either case, Underwood Rental Typewriters will solve your problem.

To cooperate with teachers in encouraging home practice, the following Special Rates have been made for students:

\$3.00 for 1 month
\$10.00 for 4 months

The same low rate is granted schools for classroom work.

The enclosed card will bring you the rental blanks necessary for your requirements.

Very truly yours,"1

EXCLUDING FOREIGN MATERIAL

Finally, in the selective process he will exclude all foreign or extraneous material.

In fine, unity asks two test questions:

(1) Does the letter contain everything that is essential?

(2) Does it contain anything that is unessential?

Yes, there is unity -- where each sentence is held together by its thought and form, each paragraph is held together by its dominant idea plus the device of the topic sentence; and each letter is held together by its homogeneity of subject and its format.

COHERENCE - DEFINITION AND AIMS

Let us next consider the second of the fundamental rhetorical principles, coherence.

Coherence is that quality of composition which aims to achieve the most effective arrangement and order, in the sentence, the paragraph or the letter.

It strives first of all to produce composition that is not only capable of being perfectly understood and correctly interpreted, but, what is more, that which is incapable of being misunderstood or incorrectly interpreted. The business man will say, "That means it must be 'fool proof'" -- and so it does!

Coherence tries to insure forceful composition. "This then, is the ideal; seek to place words so that they will emphasize themselves; and do not make the interpretation of a sentence depend on the manner in which it is read."¹

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1. Sherman Perry, American Rolling Mills Bulletin No. 143, Nov. 1, 1922 (Quoting Gemung).

1. Granger & Jones Century Handbook of Writing, The Century Company, New York, N.Y., 1923, p. 59.

MEANS OF OBTAINING - ARRANGEMENT IN RATIONAL ORDER

Several means of obtaining coherence have been determined, the most basic of which is the arrangement of material in a standard, logical, rational order. What that order will be, chronological, inductive, deductive - depends upon the judgment of the writer as to the demands of the subject and the possibility of appealing to the reader.

EMPLOYMENT OF ADEQUATE CONNECTIVES

It is not sufficient that the writer himself know where he is going; he must so guide the reader that the latter will also see the way. This aim is accomplished by the employment of adequate connectives which act as guide posts to indicate every turn in the writer's thought and inevitably to lead him back to the main road which the writer has predetermined that both he and his reader shall follow.

One caution is necessary. In this device of connectives lies a pitfall by reason of their availability. For instance, in the Century Handbook of Composition, section 36,¹ is a list of connectives

1. Greever & Jones Century Handbook of Writing, The Century Company, New York, N.Y., 1923, p.59.

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¹ J. Grosvenor & James Century Handbook of Writing, The Century Company, New York, N.Y., 1923, p. 52.

and their synonyms. It is a very useful list; none the less, it needs to be used by a person who will select the connective judiciously, logically, consistently and concisely.

SUBORDINATION OF EACH PART TO THE WHOLE

Thirdly, we may obtain coherence by conscious subordination of each component part to the aim of the whole. Each word or phrase or clause should be challenged as to its real contribution to the purpose of the sentence. Each sentence should support the development of the main idea inherent in every good paragraph. Each paragraph should justify its existence as an auxiliary force in the exposition of the complete theme.

VIOLATION OF COHERENCE - OMISSION OF IMPORTANT WORDS

Coherence is violated specifically when important and necessary words are omitted as the business man is prone to omit them.

INEXACT REFERENCE

It is also violated when the writer does not refer exactly to a previous point or former consideration, thereby leaving vague the antecedent to his present subject.

AMBIGUITY

Furthermore, coherence is violated when the expression is ambiguous; that is, when it is capable of two interpretations.

DISLOCATION

Coherence is defeated through the weakness of dislocation, that is, either when modifiers are separated unduly from the words they modify; or when ideas that are unrelated are placed beside each other.

Moreover, those elements which the writer elects to leave weak in effect, light in touch, must adequately be supported by stronger elements so that the letter will not fall apart.

Coherence joins hands with unity in demanding that parallel ideas be given parallel structure.

And, lastly, each unit should lend itself to the establishment and maintenance of coherence in the preceding and following units of expression.

REVISION OF THE LETTER

Unquestionably, all composition needs literal revision - looking over - and most of it needs more than casual amendment; it requires thorough recasting.

Ideally, the letter should be polished and repolished until every part fits into its place perfectly as the piston of the engine fits the cylinder, within one one-thousandth of an inch. The union of every element with its context should be made strong by developing the composition according to a logical order; by joining its several parts by proper connectives and by separating each structural unit from every other by a discriminating use of punctuation.

FORCE - DEFINITION AND AIMS

Force in rhetoric is synonymous with vigor, energy, animation, and strength.¹ It aims to apply precisely the degree of emphasis which the importance of the idea warrants.

FACTORS IN PRODUCTION

Certain devices are well-calculated to produce strength of expression and forceful writing.

PROPORTION

The reader is likely to put emphasis on that thought which the writer develops at length; so there is a more or less definite ratio between proportion

1. College Standard Dictionary - Funk & Wagnalls.

Writing, p. 126. W.P. Farnham's Sons, Cambridge, Eng. Univ. Press

2. "The Pleasure may be heightened by an element of surprise" Style in Literature, R.L. Stevenson. Quoted in Representative English Essays, Warner Taylor, p. 314.

and emphasis. That which is given little space generally receives scant attention; while that which is given large space usually receives great attention.

POSITION

That which is placed first receives initial attention and gains emphasis from its place alone.

That which is used as a conclusion has the advantage of being the last thing presented to the reader's mind. Quintilian, it was, who pointed out that sometimes extraordinary force is obtained by putting a particular word at the end of a sentence.¹

And that which is placed in an unusual or novel position can capitalize the element of surprise which, by contributing to the pleasure of the reader, adds force to the expression.²

REPETITION

The repetition of a word may give either a good or a poor rhetorical effect. It certainly is a poor device if carelessly used; if, in a word, it betrays language poverty.

1. Quoted by Sir Arthur Quiller-Couch, *The Art of Writing*. p.168. G.P.Putnam's Sons, Cambridge, Eng.Univ Press

2. "The Pleasure may be heightened by an element of surprise" *Style in Literature*, R.L.Stevenson. Quoted in *Representative English Essays*, Warner Taylor, p.314.

In the following paragraph the repetition of
many is not effective:¹

"You as a Manufacturer, can save many, many dollars with WIZ and its "Flatpakit" forms by cutting out unnecessary operations and combining several sets of records on which many of the same items appear."

However, it may become a powerful way of strengthening the impression if the word repeated be worth repeating. The following letter put out by the Newport Printing Company uses repetition effectively:²

Mr. Sam H. Simpson,
 College Lane,
 Williamsburg, Va.

Dear Sir:

A round-shouldered feeling under the weight
 of a winter overcoat --

---Auguries of Spring.

A Reticence over exposing the winter suit on
 a sunny afternoon--

---Auguries of Spring.

If you have experienced any of the infallible
 signs of spring, visit our store.

Here the new season shines---

Shines in topcoat

Shines in hat,

Shines in suit,

Shirt and cravat.

You will find only the best goods here,
 but you will also find heartiness, good will
 and cheer, friendship, appreciation and warmth.

1. American Sales Book letter #1

2. Newport Printing Co., letter #3.

If you want the best spring outfit from topcoat to undershirt and want the kind of wholehearted service that will leave a glow under the shirt long afterward --

Pull our latchstring
--and walk right in.

Yours for a brighter springtime."

CLIMAX

Climax is one of the five laws of style formulated by Lewes.¹ It consists in arranging ideas in such an order that the first shall be the weakest, and the last the strongest and that those which come between shall be graded in ascending strength. The need of climax is psychological - emotional - and it is so important that the force of the whole letter is destroyed by a weak ending.

MECHANICAL MEANS

Many business writers fall back upon mechanical devices to give emphasis. Their pages cry out from over-doses of capital letters, color, underscored headlines and heavy illustrations.

Yet withal, these means are of unquestioned value when used with restraint. The point to be made is that they are no substitute for well

1. George H. Lewes, *The Principles of Success in Literature*, Chap. 5, quoted in *Representative Essays on the Theory of Style*, edited by William T. Brewster, Macmillan, London, 1913, p. 257.

modulated rhetorical emphasis, on the one hand, and certain intangible factors which we shall now consider briefly, on the other.

INTANGIBLE FACTORS

These intangible forces come into play when a man believes in his goods; and when he has unlimited confidence in himself and his house. Then his expression is always sincere and the reader feels the force of conviction to an extent that rhetorical or mechanical emphasis cannot hope to rival.

VIOLATION- WEAK ENDING

There are at least three things of which the forceful writer is not guilty; for one thing, he does not allow his letter to end weakly. He avoids the participial ending so that his letters will practically never close "Wishing" or "Hoping" or "Assuring" or "Trusting." He takes care that the last sentence is complete within the body of the letter, because he knows that there is a strength in the very act of assertion-- a strength that the participial closing never gives. Contrast the following:

1. Croshaw & Sigel, Letter #1.
2. Brief English Systems, Inc., Letter #3.

"Thanking you for the opportunity, and hoping to be favored with your valued patronage, we are, with best wishes,

Yours very truly,

Per W. A. Ansley."1

"We thank you for your letter, and trust this material will prove of interest to you."2

INANITY

The strong writer is the strong thinker, as the clear writer is the clear thinker. Neither one indulges himself by expressing the inane. Indeed, the absence of pertinent pungent point instinctively forbids expression. The good writer prizes tersity of diction. The feeble personality unfortunately, exerts no such censorship; it is like the Arab's man "who knew not that he knew not,"- hopeless as far as writing effective letters is concerned. The strong writer is either by nature or training, the careful writer.

OVERSIGHT OF SPECIFIC DETAILS

He guards against oversight of those specific details upon which the completeness and clearness and sometimes the spirit of the message depend.

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1. Crushlaw & Sichel, letter #1.
 2. Brief English Systems, Inc., letter #2.

IMPORTANCE OF FORCE

Emphasis or force, then, is of supreme importance in a modern business letter; in that it determines pretty accurately whether or not the letter will be read, appreciated and acted upon. It becomes identified with, as well as the means of achieving, successful letter writing.

ELEGANCE (EUPHONY) - NATURE AND AIM

The quality we call elegance has been named by others euphony and has something of the general significance of attractiveness in material things, harmony in music or design. It is the quality discovered and appreciated by good taste; the quality furthest removed from the commonplace; the quality secured by perfect adaptation of material and form to purpose of the writer. Its aim is to please the eye and ear of the reader or hearer, and get sustained interest and appreciation.

FACTORS IN ITS PRODUCTION

There are two types of things which tend to produce an effect of elegance: (1) those that tend

to please the eye, such as an attractive, appropriate letter-head; accurate, even typing; generous, ample spacing; and a strong legible signature, (2) and those than tend to please the ear, as picturesque words to give vivid imagery, apt expression to produce euphonious sentences and idiomatic usage to satisfy the tutored ear. In summing up the importance of elegance then we may say it is the chief element in attracting favorable attention and the chief means of suggesting inherent distinction in the product itself.

UNITS OF EXPRESSION - THE SENTENCE

Keeping in mind the underlying principles of composition let us turn our attention to each of the three units of expression - first, the sentence, second, the paragraph, and third, the letter itself.

IMPORTANCE OF THE SENTENCE

A letter may require a series of two or three paragraphs to develop its thought, to convey its message; or it may use only one paragraph. It is a short composition limited by custom to one page, for the

most part. Hence, it follows that its development from a rhetorical view is comparatively simple. However, the sentence is rendered all the more vital as a unit of composition by these very circumstances. No pains should be spared in making it the perfect instrument of the letter writer.

CLASSIFICATION OF SENTENCES - ACCORDING TO LENGTH

Sentences may be classified from several points of view: (1) according to length. The types resulting from this classification are obvious: long, short, medium; but the question may still arise as to how long the long sentence is; how short, the short. Since thirty words is considered an average length, the sentence that contains many more is obviously long; the one that contains considerably fewer, short. It is quite desirable to get variety in sentence length, and well to remember that the short sentence or the one of the average length is best adapted to business uses. The long sentence can be made to flow easily and logically from one aspect of thought to

the element of suspense and is incapable of compelling the reader's attention to the very end, it has the positive quality of natural "conversational" tone, which

1. Josten Manufacturing Company Letter #7.
2. Moore Press Bin Company, Letter #6.

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another, but in the business letter of the average writer it does not often do so. It is likely to be rambling and wordy; cluttered with excessive and impertinent detail.

This sentence seems too long:

"Should a definite decision be made on the design and inscription wanted on the medals, let us know, giving us the approximate quantity that will be used, and we will start work on the die, and have it ready when you send us engraving instructions for the Track medals."¹

ACCORDING TO RHETORICAL STRUCTURE

Aside from length, sentences may be classified, secondly, according to rhetorical structure, as loose, periodic or balanced.

THE LOOSE SENTENCE

The loose sentence is one in which the thought is completely given before the actual end of the sentence is reached. For instance, "Moore Push-Pins are used for hanging up heavier things such as mirrors, heavy pictures, hall or book racks, also for clothing hooks, etc.,"² Although the loose sentence lacks the element of suspense and is incapable of compelling the reader's attention to the very end, it has the positive quality of natural "conversational" tone, which

1. Josten Manufacturing Company letter #7.

2. Moore Push Pin Company, letter #6.

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This sentence seems too long:

"Should a definite decision be made on the design and inscription wanted on the medals, let us know, giving us the approximate quantity that will be used, and we will start work on the die, and have it ready when you send us engraving instructions for the back medals."

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The loose sentence is one in which the thought is completely given before the actual end of the sentence is reached. For instance, "More than pins are used for hanging up heavier things such as mirrors, heavy pictures, hall or book racks, also for clothing hooks, etc., etc." Although the loose sentence lacks the element of suspense and is incapable of compelling the reader's attention to the very end, it has the positive quality of natural "conversational" tone, which

1. Josiah Manufacturing Company letter #7.
2. Moore Push Pin Company, letter #6.

is, generally speaking, desirable in the business letter.

THE PERIODIC SENTENCE

The periodic sentence is one in which the structure is not complete until the actual end is reached. As: "Should this information for any reason not meet your requirements I would be glad to assist you."¹ This form of sentence employs the element of suspense and does impel the reader to finish reading it. On this account it too has a place in business letter writing; although its exclusive use would be uneconomical of the reader's energy.

THE BALANCED SENTENCE

The balanced sentence is one which employs elements of co-ordinate value and parallel form in such a way as to produce an evenly weighted expression. It was a powerful instrument in the hands of Francis Bacon:

"Studies serve for delight, for ornament, and for ability. Their chief use for delight is in privateness and retiring; for ornament, is in discourse; and for ability, is in the judgment and disposition of business. ... Crafty men condemn studies, simple men admire them, and wise men use them, for they teach not their own use; but that is a wisdom without them, and above them, won by observation."²

Although powerful, the balanced sentence is

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1. J. A. Mashes #1
 2. Frances Bacon - Of Studies - Representative English Essays. Warner Taylor-Harper Bros. p.3.

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ponderous in effect and certainly not conversational in tone; it is, however, convincing and sometimes can be used very effectively - even in the business letter:

"Answering your letter of October 22nd, we do not have or circulate very much of the literature you ask for. We do have a confidential bulletin to members which goes out every week, and we also have a general bulletin which goes to members and to a fairly large number of magazines and newspapers, and other trade associations.

We are sending two or three samples of this bulletin.

Our dissemination of other information to our members is largely done through our magazine BUILDING ECONOMY, and through other standard pieces of printed literature, and in some cases by personally dictated letters.

We are very sorry we cannot supply you with more material which would be useful.

Yours very truly."¹

DESIRABILITY OF VARIETY IN SENTENCES

Variety is an emotional demand in art. It may even be regarded as one of the laws of style.² Consequently the writer will utilize every device at his command to achieve variety in his sentences.

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1. The Common Brick Mfg. Ass'n letter #1.
 2. George Henry Lewes, The Principles of Success in Literature, quoted by Brewster, Representative Essays on Style, p.259.

He may give variety to sentence structure either grammatically or rhetorically, that is, he may use simple, compound, or complex sentences; loose, periodic, or balanced sentences; or long, short or medium sentences.

THE PARAGRAPH IN BUSINESS LETTERS - PURPOSE

After the sentence we may consider the paragraph in business letters. The general purposes of the paragraph are not only to connect thoughts and center them around one main idea, but also to divide thoughts that are not logically related. Two main ways exist for clustering subsidiary ideas around their nucleus, the central thought of the paragraph; (1) the writer should apply the principles of unity, coherence, elegance, and force; and (2) he should use the so-called "topic" sentence.

USE OF THE TOPIC SENTENCE

The topic sentence is one whose scope is broad enough to comprehend the main purpose of a paragraph. Its function is to weld the whole paragraph together.

1. Sargent & Company, letter 93.
2. Fashion House Shoppe, letter 91.

It is generally put at the beginning of the paragraph to facilitate the reader in grasping the thought as it exists in the mind of the writer. But, sometimes, in the guise of a summary sentence, it appears at the end of the paragraph and states the writer's conclusions, after the general style of inductive writing.

These paragraphs show the topic sentence in use:

"The advertising of Sargent Locks and Hardware, as you will see by the advance proofs and reprints inclosed, carries out the quality note. The illustrations show samples of good architecture with suitable hardware equipment. The text emphasizes the use of enduring brass and bronze and the selection of the best grades of locks. It is advertising that is intended to give real information to those who contemplate building and to show well-selected trimmings for different types of doors. Note also the advertisements from the architectural and building papers, the next of which has a special appeal to different classes of readers."¹

"And here's another fact about Educators; they are just as fine looking as you can find anywhere. Those in our store are in the latest styles, and they look just as good in the mirror as they feel on the foot. The prices are reasonable enough, especially when you remember that you are getting the best of materials and the kind of skilful labor which has made the Rice and Hutchins name a leader in the shoe trade for 60 years."²

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1. Sargent & Company, letter #3.
 2. Fashion Shoe Shoppe, letter #1.

Occasionally, the writer is confident that he can bind the paragraph together without the use of a topic sentence. Then, instead of expressing the topic, he implies it, and thereby affords additional variety to his paragraphs.

SEPARATING UNRELATED THOUGHTS AND TOPICS -

LAY-OUT TYPOGRAPHICAL

The thoughts are divided from each other by separating paragraphs typographically.

The usual form of the paragraph is the indented style, as exemplified in the following letter:

"Michelin is, without doubt, the best known tire manufacturer in the world today. We have a wonderful organization which has been specializing on pneumatic tires since its very beginning.

You know what it means to have a stable organization behind you, one with practically unlimited resources. This stability we can offer and the assurance that the dealer will always receive the best in service.

The quality and wearing ability of our casings and tubes are by-words among both tire dealers and the public. The proposition we offer is better than that of any of our competitors so why not take on our line and watch your business grow?

Our representative will call on you again soon and explain anything you may want to know.

Very truly yours."¹

1. Michelin Tire Company, letter #6.

Another style growing in popularity among letter writers both by reason of its time-saving and its "even", unragged, appearance is the block form:

"We thank you for your interest in Pepsodent and we appreciate your desire to stimulate the use of this product among your friends.

A sample delivered individually is much more effective so we have taken the coupons that you sent in and have sent samples and letters out to them direct.

Pepsodent is a scientific preparation and has been prepared after exhaustive tests by some of the country's leading dental scientists. We are confident that a use of this new product for ten days will be convincing proof of its efficiency.

Yours very truly,

THE PEPSODENT CO.
Harlow P. Roberts,
Advertising Manager.

By:"1

A third choice is the "hanging" paragraph as used in the following letter. Its possibilities are best used when the first word is one which demands to be stressed.

"We appreciate your evidence of confidence in recently opening an account with our Savings Department.

You no doubt have requirements which may be taken care of by other of various departments - therefore, we ask that you read the enclosed booklet and become familiar with the service we render in connection with any financial or real estate transaction.

If there is any further information you desire regarding our service, and you haven't time to call on us, one of our representatives will be pleased to call on you.

Should you, at any time, entertain visitors to our city, we'll be glad to have you show them your bank and its equipment, including the Safe Deposit Department, which is the largest in the United States.

Very truly yours,"1

ARRANGEMENT OF MATERIAL

Besides being separated (1) by indention or projection of the initial word or words and (2) by the customary double spacing between lines, the writer may effect separation by the nature of the paragraph itself.

USE OF THE SPECIAL PARAGRAPH

Some paragraphs will be devoted to "telling the story" of the letter, but occasionally another type of paragraph is demanded, one that will aim to make it easy for the reader to understand the purpose, the progress, or the conclusion of the writer.

So we have (1) the introductory paragraph whose purpose is to orient the reader into the

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1. Mercantile Trust Company, letter #2.

thought of the writer, (2) the transitional paragraph by which the writer builds a bridge to carry the reader across from one division of his thought to another, or (3) the summary paragraph, which states or restates the conclusion to which the writer has arrived.

As has been pointed out before, the writer needs to examine the subject from the point of view of complexity to determine whether or not introductory, transitional, or summary paragraphs are needed. In general, the business letter should be simple enough and brief enough to make their use unnecessary.

LENGTH OF THE PARAGRAPH

The length of the paragraph depends on the purposes of the writer and the requirements of the subject. However, the tendency in length is toward the short paragraph because conciseness is an essential quality of business language. Moreover, the short paragraph is much more inviting to the eye, which is repelled by the heaviness of the lengthy mass of composition, especially if the block style of paragraphing is

employed. Some business men use the short paragraph excessively, thus making their composition uninteresting because it appears inconsiderable or fragmentary in its development. They fail to say enough in each paragraph to interest the reader or to build up his appreciation of the importance of the message.

A paragraph need not be more than one sentence long. If it is interesting in thought and aptly expressed, it may be used with striking effectiveness at the beginning of the letter. The paragraphs which follow should be somewhat longer because they are charged with the responsibility for really developing the theme. The closing paragraph is generally short and, as we have said before, should be complete in itself, and not run into the complimentary closing. Variety in length is as desirable in the paragraph as in the sentence.

"Gentlemen:

I want your advice.

It has been a long time since we have had an order from you, and my job depends upon my ability to sell and hold the patronage of our customers.

We have to depend upon orders by mail for a large share of our business, and when they don't come - I must find out the reason why.

Won't you tell me frankly what I ought to do next to get your order?

If you will tell me what I can do so that I can get your business, I assure you that I will appreciate your doing so.

Very truly yours,"1

Although the next letter is weakened by a participial close, the paragraphs on the whole are well-constructed:

"Gentlemen:

Through the courtesy of Mr. J. E. Sitterly of New York City, publisher of Importers Guide, your firm has been referred to us as possibly being interested in handling our line in your territory.

Hampden Glass Enclosures and Permanent Tops have proven to be of the most profitable accessories handled by distributors both domestically and abroad. This is due to the strong appeal of the duplex model car. Our line is the most complete manufactured and the enclosures are very easily and quickly installed on open cars converting them into a closed model. The appeal for such an accessory is growing larger in foreign markets due to the high percentage of open model American made cars exported.

We are using every effort to increase the already established demand for Hampden Tops and

1. Electric Appliance Company, letter #1.

Enclosures in foreign markets. Our advertising in such foreign trade magazines such as Importers Guide together with our own direct-by-mail campaign is proving very effective.

A number of importers and merchants are operating our exclusive territory proposition and we know you can realize the exceptional sales possibilities of our line the same as they. It will be our pleasure to explain our profitable importer's franchise to you.

Awaiting your reply with great interest, we are,

Yours very truly,"¹

THE LETTER IN BUSINESS

The letter in business corresponds to the whole theme in general composition.

THE BEGINNING OF THE LETTER - AIMS

The beginning of the letter has the responsibility of starting that mental process which the writer eventually hopes will result in the reader taking the action that the writer suggests. Hence the writer aims to attract favorable attention and to awaken interest at the outset.

MEANS OF ATTRACTING FAVORABLE ATTENTION

Favorable attention may be attracted by the distinctive appearance of the letter page, which involves appropriate high-grade paper; a letter-head

1. Hampden Auto Top & Metal Co., letter #1.

that is appropriate not only for the business but to the office from which it is issued and attractive make-up of the letter -- all those qualities which appeal to the eye. Moreover, the form of the heading should be correct in punctuation and wording, in its several parts; letter-head, date, complimentary address and salutation.

The experienced writer knows that, of necessity, what appears at the beginning gains emphasis from its very position. Moreover he sees to it that judicious use is made of the possibilities of getting force at the end by a wise selection of facts and ideas to be presented there.

MEANS OF AWAKENING INTEREST.

Interest may be awakened, first by canny choice of appeal, emotional or intellectual, to be used to meet the needs or wishes of the reader, so as to start him on the road to action.

Appeals are not generally chosen wisely without able analysis of the subject matter, to discover if possible its cogent significance to the reader. But analysis, however ably done, needs the services of a writer who has power to breed confidence in

the reader and to stimulate an anticipation of satisfaction when once the suggested action has been taken and when eventually the sale has been made. Finally, and essentially, interest is awakened by the presentation of the chosen appeal from the viewpoint of the reader.

"My dear Mr. Parker:

Have you not sometimes realized that the possession of a piano or other musical instrument does not always mean the possession of Music, with its magic touch of inspiring beauty?

The inner pages of this little folder tell you of an instrument which does represent Music in its highest sense - The Ampico - because it makes the piano in which it is encased - "Mysteriously endowed with all the Music of the World."

What we shall have to tell you about it in this and other brochures will, we think, prove interesting reading.

Yours very truly."¹

Here three short sentences make a whole letter!

"Dear Sir:-

Have you visited the Studio Room of "WRR" in the ADOLPHUS? If not - come. You are very welcome.

Yours very truly."²

-
1. Megahan & Megahan, letter #1
 2. The Adolphus, letter #1.

And President Coolidge writes another letter in two long sentences:

"My dear Mr. Lawrence:

Your making a daily topical survey of all the bureaus of the National Government grouping related activities, is a work which will enable our citizens to understand and use the fine facilities the Congress provides for them.

Such a survey will be useful to schools, colleges, business and professions here and abroad, wherever there is interest in the practical working of our government.

Yours,

CALVIN COOLIDGE."¹

And here is a truly long sentence beside which President Coolidge's seem almost short:

"As fellow Floridians we want to know more about our sister cities, especially our financial, industrial, and resort centers, and as it is impossible to visit all of them in a short space of time, we are doing the next best thing by asking your Chamber of Commerce to send us a supply of literature that we may study it and place it in our racks for distribution to our many visitors, because we want them to know what a solid state Florida is by virtue of its progressive and ever-growing cities."²

1. Calvin Coolidge, letter #1.

2. Sarasota County Chamber of Commerce, letter #2.

THE THEME OF THE BUSINESS LETTER - AIMS

Regardless of what the subject matter of the letter may be, the writer should aim to have the theme appreciated to such an extent that the reader will actually act in accordance with the writer's desire. Whether or not the writer is successful in accomplishing his aim will depend in a large measure upon his wisdom in choosing the form of discourse.

FORMS OF DISCOURSE

There are four forms of discourse which he may use separately or in combination; narration, description, exposition, and argumentation.

NARRATION - AIMS AND MEANS

Narration aims to interest the reader in the subject matter by relating a pertinent incident. To do this it tries to provide swift and motivated action; it generally uses a time order and sees to it that the steps in the action are so arranged that the weakest effect is produced by the first step, and so that the steps that follow shall each have a greater intensity, until at last, the climax is reached in the final step of the action.

These letters all show how business may capitalize a pertinent story:

THE THREE OF THE BUSINESS LETTER - AIMS

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These letters all show how business may capitalize a pertinent story:

"Dear Sir:

'A spare and wiry little man, Scotch-Irish, stubborn and fiery all through ---well, the making of good wrought iron was a principle with him.

Somebody suggested he would have to make steel pipe or bust.

'He shook his fist. He swore delightfully - it's an impressive matter of record - that he would make good wrought iron or bust.

'And he didn't bust - - - - -.'

You'll enjoy the story. 'The Little Red Ball' is an industrial drama of unusual interest and significance; the story of an age-old industry which fought a losing battle against great odds, and finally won out on sheer merit.

It appeared in the World's Work. Donald Wilhelm wrote it. You'll find a copy enclosed.

We know you'll enjoy it. Perhaps you, or your company, might even profit by it. Here's hoping.

Sincerely yours,

A. M. BYERS COMPANY."1

"Sir Eric Geddes at this time was trying to introduce economics into England's government services. In a passage in Whitehall he had noticed a sentry in uniform.

For years this man's business had been to warn people away from the walls. Why? He did not know.

I. A. M. Byers Company letter No. 2.

I. American Writing Paper Company letter No. 1.

Sir Eric found that a war minister's wife had encountered wet paint on those walls 33 years before. A warning sentry supplied then - someone had been there ever since.

This thing, of course, could only happen in government, where anybody's business is apt to be nobody's. No big present day business institution could possibly be guilty of any such lapse of managerial vigilance.

Yet some strange things do go on in business. The above quite aptly illustrates the costliness of old methods, old devices - lax, sleepy management.

Take the buying of bond paper, for instance. How many instances of waste and misuse do you suppose would be uncovered by turning into business everywhere the searchlight of the Specification Chart of Bond Paper Uses?

Fortunate are those innumerable concerns who are letting The Chart guide them. For a substantial sum on the black figure side, many can thank our publicity, as shown by the enclosed advertisement. This appears in The Saturday Evening Post of June 20th.

Yours very truly,
AMERICAN WRITING PAPER COMPANY."1

"Dear Sir:

A negro in a drug store talking over a public telephone:

'Hello, is dat you, Mrs. Jones? I see youah ad in de papah two weeks ago. I see! --- Is you satisfied wid de man you got? --- you is?---All right, tahnk you, ma'am.'

'Too bad someone has the job', the druggist said to him.

'Dat's all right, Boss. You see, I'se de man what got de job two weeks ago an' was just checking up.'

Six months ago, we sold you a Fulton wood sawing outfit. We told you before you bought that the 'Fulton' had endurance and 'PEP', which makes it willing to work and that it works quickly and accurately. In other words, the 'Fulton' is the 'man' you can count on.

Now, we are checking up--Is you satisfied wid de man you got?'

We enclose a question card and a stamped envelope. Check off the blanks on the question card and send to us in the envelope.

We want to know that you get service from the 'Fulton' or we get busy to see that you do.

Yours very truly,

INTERNATIONAL LUMBER COMPANY."1

"Dear Mr.---

It wasn't every night that so many things happened to her. Ordinarily she led a quiet, staid existence as a sales lady at the corset counter. On this particular night she lived a life time. So they called it her 'big' night. 'HER BIG NIGHT' in fact.

It's the story of a double that got into trouble.

She wasn't used to show people. So she believed them when they told her all she had to do was don some beautiful clothes, appear before the audience, throw a handful of kisses, make a few curtsies in substitution for the great movie star - and receive ONE THOUSAND DOLLARS! It sounded easy.

1. International Lumber Company letter No. 6.

1. Universal Pictures Corporation letter No. 5.

And how she and her sweetie needed that thousand to tie the knot!

But everybody overlooked the persistency of a shrewd reporter who suspected a good story - and the star's husband - and the girl's sweetheart - and the star's lover - and the star's lover's wife - and the reporter's assistant - and, oh yes, of course, to be sure, the STAR HERSELF.

All of whom had ideas of their own about good looking young ladies who start out to get famous over night.

Laura La Plante plays the star and the girl. In the dual role she has millions of possibilities. She accepts them all. She is again - SUPERB - You knew she would be. She always is.

HER BIG NIGHT is a BIG picture - GOOD FOR MANY BIG NIGHTS AT THE BOX OFFICE. AND SO IT SHOULD BE SOLD.

Sincerely yours,
EXPORT MANAGER."1

If the story is so long that the reader would need to be encouraged in order to assure his reading to the end, sub-heads may be placed throughout the text to indicate the successive steps of the action.

PERENNIAL FASCINATION OF NARRATION

The narrative is effectively used by the correspondence schools, by the moving picture producers and by the publishing houses. In fact, so general is the

interest in a story that there is little danger in using narration in business letter writing provided only that the story have a close bearing on the subject at hand.

DESCRIPTION - USE OF SPACE ORDER AND DEDUCTIVE LOGIC

By means of description the writer tries to build pictures appealing to the mental or to the physical eye. He must obey here as elsewhere the laws of coherence and generally finds that the use of a space order is to his advantage. In order to orient his reader he will very likely give him a bird's eye view of the situation in his topic sentence and will employ the deductive order, since he follows the general statement by those details which will enable the reader to see with his eye.

REINFORCEMENT BY GRAPHIC REPRESENTATION

The writer also will realize that he can aid the reader to visualize if, in addition to the descriptive text, he provides some form of graphic representation.

The subject matter will consist in items of fact connected smoothly and positively.

GENERAL AND TECHNICAL DESCRIPTION

General description consists of portrayal of the picture in general terms, while the other type, technical description, consists in the listing of exact items of fact, generally tabulated for the reader's convenience. Description is a very important form of discourse for business letter purposes.

In the following letter, by the American Lead Pencil Company, the two forms, general and technical, are employed skillfully and positively.¹

"Dear Sir:

Enclosed is sample of the well-known, nationally advertised

Blue Band VELVET PENCIL

This old reliable pencil - supreme in its class - has an enviable place for both commercial and school work.

The lead is as smooth as velvet and yet very long lasting; the handsome walnut finished wood sharpens easily; the fine quality pink rubber erases without discoloring the paper;
- far and away the greatest value in its class.

Made in five grades as follows:

No. 556-1	- Soft
No. 557-2	-Medium
No. 557-2 2/3	-(Harder than No. 557 softer than No. 558)
No. 558-3	- Medium Hard
No. 561-4	- Hard

Price - 60¢ per dozen.

1. American Lead Pencil Company letter No. 4.

The Blue Band VELVET is used by millions, and is the best medium priced pencil made. All dealers carry the VELVET, but should you have difficulty in procuring it, send us the amount, and we will see that you are supplied without inconvenience.

At any rate the card herewith is good for another sample.

Yours very truly,

AMERICAN LEAD PENCIL COMPANY
Makers of the famous VENUS PENCILS"

EXPOSITION - AIM - NATURE OF SUBJECT MATTER

Exposition, the third form of discourse, makes its appeal to the reasoning mind chiefly, because it deals with abstract subject matter. Its aim is to explain. It undertakes to answer the question "HOW?" It requires three things: (1) accuracy of fact, for careless work is unendurable; (2) soundness of fact basis -- wherein lies the question of authority. ("Where do these facts come from?" we must challenge: (3) the explanation must be couched in a language adapted to the mind of the reader.

These letters show a good use of exposition:
They all really explain:

Particularly observe the cover - for it tells the American ColorType story at a glance. Here you see the three primary colors blended into every conceivable tint and hue of the spectrum by means of our process.

1. Magahan and Magahan letter No. 1.

"My dear Mr. Parker:

We assume that you are now familiar with the Ampico - its purpose, its supremacy, and its incalculable value as a dispenser of all the best in music.

It is our pleasure to point out that its possession is a matter comparatively easy of achievement. It is obtainable in both the electric and foot-power models, in grands and uprights.

They are within the reach of even the very moderate purse.

With the allowance on your present piano deducted from the price of the Ampico its purchase becomes a matter of comparatively small outlay, and it is always possible to arrange for payment on convenient terms.

Thus it will be observed that it is not difficult to make yourself the immediate owner of an Ampico with its treasure of music magically placed in your home.

Yours very truly, "1

The American Colortype Company letter accompanied and pointed out the salient features of a catalogue:

"Gentlemen:

Thank you for your inquiry for the New Edition of 'Color Magic' which accompanies this letter.

Particularly observe the cover - for it tells the American Colortype story at a glance. Here you see the three primary colors blended into every conceivable tint and hue of the spectrum by means of our process.

1. Megahan and Megahan letter No. 1.

On page 2 we show our ability to reproduce fine art. On page 3 this same skill is evident on clothing, furniture and food. Page 4 shows tone, texture and color in fabrics. The center spread will make you hungry - it is an appeal to the appetite that is so hard to get. Page 10 will show you package goods, while on 12 and 13 you will find ideas that you can use in your business. Fruit, flowers and vegetables on page 14 are followed by difficult but faithful reproductions of leather, rubber and glass.

If you would like some forceful pieces of direct or display advertising please check the return card, noting the time that it will be most convenient to have the American Colortype man call.

Neither of us profit until we co-operate - so we hope to hear from you soon.

Cordially yours,
AMERICAN COLORTYPE COMPANY."1

A letter writer must not, for the sake of appearing learned, fail to get his meaning across to the man whose ability to understand is limited. How simply one would have to write English to reach the mind of the Mexican whose letter follows:

"To the News Stand

Dear Mr.

I am Reitter this Lines in to you I Baut the Jab you hav on train I am Willing to tacke at. if you lect me have. I am yust Worcke on is

1. American Colortype Company, letter No. 2.

Jab. and I tell you I am Spanisch.-and Married man too We apressiation of you let me Worcke for I scan We puct the Security. dit you Ast on them and all givet. more References. on Pleases I Worcke all see is apectaycion on Dallas News. this. What I am Raytten is Pour Letter in to you sow. ene tine dit you want me for is cain of Worke is Mail me at 1205 McKinney av. is What I live myself. We Licke hear from you Pleassee and Regard of Poseition.

I am Very Truly of yours,

Felix M. Carrizalez.¹

GATHERING OF MATERIAL

Keeping well in mind the requisites of exposition, let us see what the plan of procedure will be: (1) the material must be gathered -- from whatever source is available. Previous correspondence, conferences, telephone converstaions, trade information sources, encyclopedias, and dictionaries may contribute.

ANALYSIS OF PROBLEM

Then with the facts completely at his command, he must analyze the problem to find out just what the important points are. Out of the mass of available facts, then, the good correspondent chooses those that

-
1. Felix M. Carrizalez letter No. 1.

Very truly yours,

THE CHICAGO DAILY NEWS.¹

1. The Chicago Daily News letter No. 1.

are vitally important and strictly pertinent to the matter in hand, and combines them in accordance with the laws of grammar and rhetoric.

"Dear Madam:

The Chicago Daily News is pleased to announce a course of Radio Lectures, entitled 'The New Universe,' covering the modern point of view in science, society, art, religion and philosophy, presented jointly by Northwestern University and The Chicago Daily News Radio Station, WMAQ.

On Wednesday evenings at 8:10 beginning October 20, twenty-eight lectures will be given, free to the public, at Northwestern University, and will be broadcast over WMAQ.

The work to be performed by the student to complete the course by radio will consist of one four-hundred word paper each week for at least twenty-six weeks based on four questions selected by the lecturer. On the successful completion of the course, the student will be granted a certificate by the university and The Chicago Daily News showing that the work has been done.

Registration for this course should be made through The Chicago Daily News. For your convenience a registration form is enclosed. To cover the cost of handling the papers a fee of five dollars for the entire course of 28 weeks will be charged.

You will recognize this as a radio feature of exceptional interest and value. The enclosed booklet containing descriptive matter on each lecture will give you a more detailed account of the course. After you have read the booklet please pass it on to your friends and point out to them the unusual opportunity these lectures present.

Very truly yours,

THE CHICAGO DAILY NEWS.¹

1. The Chicago Daily News letter No. 4.

CHOICE OF LOGICAL ORDER

Moreover, he develops them in either the deductive or inductive order. He will choose the deductive order when he has no reason to believe that the reader will take issue with him, and when in addition he believes he can get a more favorable and striking effect by so doing.

"Dear Dr. Goodnow:

You are particular about the instruments you use. You wouldn't think of any condition short of perfect cleanliness. Of course not.

But what about your floors? Are they in keeping with the high standards set for the instruments?

Let us again call your attention to the many advantages of linoleum installed as a permanent floor. When cemented to your wood floor, over a felt lining, you have a floor that is quiet, easy to walk upon, attractive, economical and easy to keep clean. And linoleum in itself, by reason of the ingredients from which it is made, is germ-proof.

We want to repeat what we said in our recent letter to you. You will not place yourself under obligation by permitting our representative to call with samples, prices, and other information. All we ask is an opportunity to explain linoleum floors in their modern form. Reach for your telephone and call number ---- now.

Yours very truly,"¹

1. Armstrong letter No. 21

Conversely, in employing the inductive order he will take care to build up the customer's acceptance of the fact and appreciation of the explanation, by adding to each detail other details, all of which will ultimately support the summary statement.

GROWTH OF PARAGRAPHS

Paragraphs grow. Some are expanded by repetition, by saying the same thing in different words; by looking at the same thing from different angles; some are enlarged by elaboration; as when the writer starts with a kernel of thought and "works out from" the center, discovering and bringing to the attention of the reader a view of the interesting byways that lead out on all sides. Some are supplemented by illustration. How often it is easier to give an example than to define! But how often it is more interesting to examine the actual case than it is to flounder around in glittering generalities. The illustration breaks the otherwise dull discourse but it can be overdone and is likely to be overdone in the hands of the unskilled shallow writer who himself shirks analysis and the burden of reasoning.

Paragraphs likewise grow by comparison; the writer may compare things that are alike, giving the reader the interest of coincidence or analogy, or he may compare things that are different, and thus provide the impressive element of contrast.

"You will appreciate the punch in the forthcoming Saturday Evening Post ad, a copy of which is enclosed. "The Right Paper at the Right Price," rivets the attention and holds it until it has planted in the mind the idea of values.

More, many of them, to follow, of course. Our slogan, "The right paper for the purpose," must become as well known as "Eventually, Why not Now?" - the Eagle-A watermark as familiar as the Mobiloil Gargoyle; the Specification Chart as frequently consulted as the Mobiloil Chart."¹

Some may begin with cause and proceed with effect, or vice-versa, start with effect and work back to cause. But in any event the writer of exposition must avoid the over-long introduction and the indefinite plan.

ARGUMENTATION

The sales letter writer, in using argument, proceeds to analyze his subject to find the most important issues, that is, the most cogent reasons

1. American Writing Paper Company, letter No. 2.

that would lead the prospect to purchase the commodity, to engage the service, or to bestow his good will; or else he will try to find the minor selling points which are really partitions of the main issues. He next selects one or two issues or partitions to be developed and argued. After that he arranges the selected points in that order which he decides, after careful thought, will be judicious and effective, and then proceeds, perhaps, to reinforce his statements with proof - that is, evidence, in the form of scientific report, testimonial or indorsement, or learned opinion.

IMPORTANT INQUIRY:

Last week I made a recommendation to the Publisher of SCRIBNER'S MAGAZINE that is of special importance to Members of the Teaching Profession in various communities. His response was:

'Write a few representative educators
and if they so desire we will do it.'

So I am today writing you and a few others to ask you to decide the advisability of making an offer more liberal than any other publisher has yet made.

The recommendation I made was this:

'That in view of the outstanding position of the educator in the affairs of the community - we could well afford to enter your subscription for a year for \$2.95 which is \$1.25 less than the regular news-stand price.'

Two weeks from now, I hope to take the enclosed stamped card from you, along with the cards from others to whom I have written this letter, to the publisher with your decision. If you and a number of the others enter your subscription at this low rate and recommend that we make the offer to a larger group we will do it.

You need not send the \$2.95 with your subscription - you may send that later at your convenience. The important thing is to mail the card so we may have it within two weeks at least.

We will be sincerely grateful to have you send the card as we are anxiously awaiting your decision.

Yours very truly,

c/o Charles Scribner's Sons
Publishers of SCRIBNER'S MAGAZINE.

A few contributors to the coming numbers:

Dean Inge	Sidney Howard
Don Marquis	Silas Bent
Edna Ferber	Leighton Parks
Sherwood Anderson	Capt. John W. Thomason, Jr.
Joseph Hergesheimer	Will Rose
John Galsworthy	William C. Brownell
Willa Cather	William Lyon Phelps
Otis Skinner	Royal Cortissoz
Will James	And Many Other
Edward W. Bok	Distinguished Writers."

1. Scribner's letter No. 1.

The enclosed circular describes "Vertex" Pockets more fully and gives prices. Trial boxes of fifty will be billed at the hundred rate. Five hundred or more at the thousand rate."

1. Alvan Bushnell Company, letter No. 1.

But withal, he never neglects to develop his material with subtlety and restraint. For he realizes that it is fatal in business to engage in argument with one's clientele, to antagonize it in any way, to offend against its idiosyncrasies or prejudices. The successful sales letter writer is in truth a clever user of the modified argument.

"Your recent reply to our advertisement is appreciated. You will find attached a sample of the Paperoid "Vertex" File Pocket.

Put the sample to immediate test in your file cabinet, transferring to the Pocket the papers from one of your bulkier folders, and straightening them as you do so. This expanding Pocket will prove a revelation in the handling of your correspondence. Vertical File Cabinets have been steadily improved upon, but their efficiency has been hindered by the use of the old style flat (non-expansion) folders.

"Vertex" Pockets expand as the papers increase -- no buckling, over-riding or slipping down in the files. Indexes, therefore, are always in view. Indexes, therefore, are always in full view. This is a decided advantage.

Note the closed ends half way to the top, keeping small papers and memos intact. The drop front feature permits ready access, allowing you to locate and remove any paper without disturbing the remaining contents. "Vertex" Pockets are made of "Paperoid," guaranteed to be 85% Rope Fibre, and are lined back and front to give firmness. They will outlast many of the ordinary manila folders.

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1. Alvah Bushnell Company, letter No. 1.

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Note the closed ends half way to the top, keeping small papers and notes intact. The drop front feature permits ready access, allowing you to locate and remove any paper without disturbing the remaining contents. "Vertex" Pockets are made of "Paperoid," guaranteed to be 83% Rope Fibre, and are lined back and front to give firmness. They will outlast many of the ordinary manila folders.

The enclosed circular describes "Vertex" Pockets more fully and gives prices. Trial boxes of fifty will be billed at the hundred rate. Five hundred or more at the thousand rate."

I. Alvin Bushnell Company, Letter No. 1.

"Dear Miss Thomas:

Several years ago it was really good judgment, in selecting a wrist watch for school use, to choose one of the larger, less attractive round ones for the sake of accuracy.

Since then, however, the makers of the Gruen Guild Watch have so standardized and refined the design of their small, rectangular wrist-let watches as to insure thoroughly reliable timekeeping service.

We felt that you might be glad to know that now you can have smartness and attractiveness as well as dependability in a small wrist watch. The several models illustrated suggest themselves as particularly suitable for both school and social use. Each one is fitted with the Gruen "Precision" grade of movement which we have now had considerable experience with and which we stand back of in every way.

The photos do not really do the watches justice. We'd really be pleased to have you stop in and see the actual watches. There are many other styles too, from \$35 to \$----- all genuine Gruen Watches.

Cordially yours,"1

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1. Gruen Company letter No. 2.

1. Charles Harvey Macmillan, Modern Business Writing, The Century Company, New York, p. 213.
2. Olsen Rag Company, letter 21.

"Dear Miss Thomas:

Several years ago it was really good judgment, in selecting a wrist watch for school use, to choose one of the larger, less attractive round ones for the sake of accuracy.

Since then, however, the makers of the Green Guild Watch have so standardized and refined the design of their small, rectangular wrist-watches as to insure thoroughly reliable timekeeping service.

We felt that you might be glad to know that now you can have smartness and attractiveness as well as dependability in a small wrist watch. The several models illustrated suggest themselves as particularly suitable for both school and social use. Each one is fitted with the Green "Precision" grade of movement which we have now had considerable experience with and which we stand back of in every way.

The photos do not really do the watches justice. We'd really be pleased to have you stop in and see the actual watches. There are many other styles too, from \$35 to \$50. All genuine Green Watches.

Cordially yours, J.

END OF THE BUSINESS LETTER

In whatever way the main theme of the letter is evolved, eventually the writer sees that the moment to close has come. And if he is a good salesman he will see the wisdom of a concentrated, strong climax.

AIMS - GETTING ACTION

In the closing he hopes to do two things: (1) to get action, and (2) to leave a favorable impression. To get action, some special inducement may be made. That is, some additional motive for such action may be introduced. The writer may offer a reduction in price, contingent upon immediate compliance; or may present an easy payment plan if he thinks it advisable; or proffer any other special service which he believes would be particularly appealing.¹ In addition, he attempts to "clinch the sale," as the man on the road says, by a strong, positive suggestion to act at once:

"Let me send you post paid our new FALL CATALOG showing thirty patterns in actual colors, prices and full information including our liberal freight payment offer. Mail the enclosed card today."²

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1. Charles Harvey Raymond, Modern Business Writing, The Century Company, New York, p.213.
 2. Olsen Rug Company, letter #1.

"Send your telegram at once! Now --- while it is before you."¹

"If you can afford to pay cash for the course, by all means do so and save the discount of \$10.00, but if you prefer the Deferred Payment Plan, then the small sum of \$20.00 will get you started. The balance you can pay in monthly installments of \$10.00 each. Be fair with yourself - fill out the Application Blank right now and mail it today with your remittance. It will be the best day's work you ever did."²

LEAVING A FAVORABLE IMPRESSION

After all has been said, the writer wants to feel assured that he has left a favorable impression.

AVOIDING THE PARTICIPIAL CLOSING

It is advisable, for one thing, to end the body of a letter with a complete sentence and sedulously avoid the use of the participial closing -- that form the use of which has a strong traditional background, although in former days it was longer and more reverential in its sentiment than it is in its present form as used by the followers of the old school. Its weakness comes in that it is not a complete sentence. It makes no assertion; it does not line up with the fundamental aims of the dynamic close, and it

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1. A. S. Aloe Company, letter #1.
 2. Artercraft Studios, letter #5.

must go the way of the inefficient sooner or later.

Closing sentences that are complete within the body of the letter:

"All you need to do now is to turn to your secretary and dictate a short note asking for a 30 day option and telling us what quantity you will need to cover your mailing list."¹

"We'd like to have you in the Association."²

"May we have your personal opinion of Venus pencils on the enclosed post card, which, incidentally, entitles you to another free sample?"³

contrasted with participial closings which are ineffective:

"Hoping this will prove of interest and will be satisfactory to you, I am,"⁴

"Assuring you we are glad to be of service, we are,"⁵

"Hoping that you will call at once and with our best wishes, we beg to remain,"⁶

THE CORRECT FORM FOR THE CLOSING

Secondly, the careful writer is particular to use the correct form for the complimentary closing, the signature, the stenographic data, and postscript, if one seems advisable. Considerable latitude is

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1. American Colortype Co., letter #7.
 2. American Management Association, letter #1.
 3. American Lead Pencil Co., letter #3.
 4. Abraham & Straus, Inc., letter #1.
 5. American Radiator Co., letter #1.
 6. D. L. Whittle Music Co., letter #1.

allowed in the wording of the complimentary closing. However, courtesy demands the use of yours followed by the adverb rather than the use of the adverb alone: not Respectfully, but Yours respectfully.

The use of the postscript is illustrated in the following:

"Printing on the package costs you nothing. What shall we say on yours?"¹

"We propose to work out a Special Club deal which will reduce manufacturing costs in proportion to the number of acceptances received -- so it is to your advantage to write us today."²

"If there's anything else you'll need for the new building -- rugs, window shades, office furniture -- I'd be only too glad to help you select it."³

"Knowing that you will want to look over the most popular 5¢ and 10¢ bars again, we are sending you a bundle under separate cover containing specimen packages. Kindly look for it in the mails within the next day or so."⁴

"Enclosed find advance proof of full page to appear October 9th."⁵

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1. O-U-Dust Corporation, letter #1.
 2. American Colortype Co., letter #7.
 3. Armstrong, Letter #16.
 4. Lamont, Corliss & Co., letter #8.
 5. Lamont, Corliss & Co., letter #9.

THE SIGNATURE

The signature is an element of strength when it is firm, forceful, and legible. It frequently appears in both typewritten and penned forms. One can readily see that legibility is important enough to be insured by the typewritten signature, but the value of the personally signed letter is unanimously conceded.

It is customary for the initials or the name of the dictator followed by the initials of the stenographer and for the abbreviation "Enc.", to indicate enclosure, (when there is one,) to appear at the lower left-hand margin.

The postscript, in common with all else that comes at the end of the letter, has emphasis by position. It is sometimes peculiarly effective in leaving a final favorable impression with the reader. It may embody any personal message of the writer aside from the main content of the letter, and frequently is penned instead of being typewritten.

LEAVING AN IMPRESSION OF FRIENDLINESS

Permeating the whole of the end should be the impression of friendliness, that friendliness which more than anything else, earns the good will of the reader.

"We want you to feel at home in our store, and we shall welcome any opportunities you may give us to be of help to you."¹

"Come down to Harris' -- Main, Akard and Elm Streets, -- right on the street floor, I'll be there all day Friday and Saturday, -- be sure to look me up."²

"If we can serve you accordingly, we shall be only too pleased to receive your instructions, and can assure you of our best endeavors in your behalf."³

"If anything should at any time go wrong, let us know so that immediate adjustment can be made."⁴

"We manufacture Carbon Papers and Inked Ribbons for every known purpose, and by calling 2-8008 you will get in touch with a factory representative who will be more than pleased to help you select the style and grade that will answer your purpose the best."⁵

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1. Armstrong, letter #25
 2. A. Harris & Co., letter #1.
 3. S. H. Wilcox & Co., letter #1.
 4. Hurst Bros. Co., letter #1.
 5. International Distributing Co., letter #1.

THE STYLE OF THE BUSINESS LETTER-THE MEANINGS OF "STYLE."

The exact meaning of style varies with the writer who discusses it. As a concept it has changed during successive periods.¹ (1) Style may be regarded as adequate, exact expression-- in which case it is characterized as "good" or "bad" in accordance with the degree of accuracy with which the word corresponds with the idea.

(2) It may be regarded as effective expression--from the point of view of being adapted to the reader's or hearer's comprehension and appreciation.

(3) It may be regarded as the expression of the writer-- with the inherent power to reveal his individuality and personality.

1. Adapted from William T. Brewster, A.M., Editor and compiler, Representative Essays on the Theory of Style, the Macmillan Company, N.Y., 1913. Introduction p.xii-xvi, (abridged as follows)

(1) Spoken of as related to the thought, Style is adequate, exact expression, and is good in proportion as it precisely follows the idea.... Expanding this conception until it includes modes of thought, we have types of style, and hence speak of a narrative style, of a historical style, of an argumentative style.

(2) Speech in its normal condition presumably contemplates some hearer or body of hearers, and in this relation style becomes effective expression. In this sense it is more than the precise setting out of an idea; it adapts itself to the needs of the hearer or reader.

(4) It may be regarded as a pattern in which the "beautiful fabric" of the composition is woven.

(5) It may be given as a term of the utmost appreciation of the greatness of the art it represents.

(3) Style is also very frequently spoken of as if its revelation to the individuality of the writer or speaker were the main thing. From this point of view it becomes personal expression.

(4) Style is here regarded as a thing of superficial beauty. A pattern in words is to be wrought, expressing some idea, to be sure, but the finished work has style only in so far as it succeeds in its aim of building a beautiful fabric.

(5) There is an ideal of literary excellence in which vague universe style becomes what is sometimes called permanent literary expression. The term is here one of endearment rather than accuracy, and blandly draws the veil over ignorance instead of unmasking the features of exactitude... Evidently, when style in this sense deals with matters of great moment or of universal import we have style as the "great art" of Pater's essay, but, for the most part, one cannot come much nearer to the fifth conception of style than to be, regarding any particular passage, in a state of pleasing certitude that no phrase could be altered for the better, that here, at last, are proper words in proper places.

3. Brewster, William T. editor, op. cit., p. 169.
(Herbert Spencer, The Philosophy of Style, published 1855.)

Let us see as accurately as possible what it has meant and now means to certain great stylists.

De Quincey, for one, makes the fundamental distinction in the aims of literature by dividing all writing into the literature of power and the literature of knowledge.¹

George Henry Lewes, another commentator, points out that the aims of literature are two; to instruct and to delight.²

Herbert Spencer, in his essay on the Philosophy of Style, contends that style is subject to one law only: that of reader economy; that is, he believes a thing should be written with one idea in mind: to make it easy for the reader to grasp the idea and to move through the composition.³

1. Brewster, William, T. Editor, op. cit., p.286
(Discussed by Walter Pater in *Appreciations*, published 1889)

2. Brewster, William T. editor, op. cit., p.229.
(George Henry Lewes, Chap.VI, "The Principles of Success in Literature")

3. Brewster, William T. editor, op. cit., p.169.
(Herbert Spencer, *The Philosophy of Style*, published 1852.)

1. Sir Arthur Quiller-Johns, M.A. *On the Art of Writing*, S.P. Putnam's Sons, Cambridge, England: University Press, p.237.

2. Brewster, Wm. T. editor, op.cit., p.208-9 (Walter Pater op. cit.)

Sir Arthur Quiller-Couch in his On the Art of Writing says: "Style as technically manifested in literature, is the power to touch with ease, grace, precision, any note in the gamut of human thought or emotion. But essentially it resembles good manners. It comes of endeavoring to understand others, of thinking for them rather than for yourself; of thinking, that is, with the heart as well as the head."¹

Of Flaubert, the great French novelist, his commentator says, "Styles as so many peculiar moulds, each of which bears the mark of a particular writer, who is to bring into it the whole content of his ideas, were no part of his theory. What he believed in was Style: that is to say, a certain absolute and unique manner of expressing a thing in all its intensity and color. For him the form was the work itself. As in living creatures, the blood, nourishing the body, determines its very contour and external aspect, just so, to his mind, the matter, the basis in a work of art, imposed necessarily, the unique, the just expression, the measure, the rhythm - the form in all its characteristics."²

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1. Sir Arthur Quiller-Couch, M.A. On the Art of Writing, G.P. Putman's Sons, Cambridge, England: University Press, p.297.
 2. Brewster, Wm. T. editor, op.cit., p.308-9 (Walter Pater op. cit.)

THE IMPORTANCE OF STYLE

Of the importance of style, Disraeli says: "It is style alone by which posterity will judge of a great work, for an author can have nothing truly alone but his style."¹

THE CRITERIA OF STYLE

George Henry Lewes in The Principles of Success in Literature, Chapter VI, points out five laws "under which all conditions of style may be grouped: 1. The Law of Economy, 2. The Law of Simplicity, 3. The Law of Sequence, 4. The Law of Climax, 5. The Law of Variety."²

He goes on: "It would be easy to reduce these five to three and range all considerations under economy, climax and variety,....I had arranged them thus (as five) some years ago but now find they express the equivalence of two great factors in style: intelligence and sensibility."³

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1. Benjamin Disraeli, Literary Miscellanies - Style.
 2. Brewster, Wm. T., editor, op. cit., p.229.
 3. Ibid.

It is under these last two headings that the writer believes "style" in general may be seen to resemble the "style" of business writing, as it is usually regarded.

The style of the business letter then must justify itself first from the point of intelligence. It does so in satisfying the reader's interest in the product, by giving him facts and reasons; by what is known technically as conviction; an appeal to deliberation and reason. Intellectual appreciation of a product is built up in a customer's mind by the presentation of one fact after another. Objections are answered by facts. The truth makes the customer free. The resulting state of mind is conviction. The facts are the evidence that collectively constitute proof. The letter whose character is such that it satisfies intelligence has revealed whether or not the product meets the needs of the reader.

Here is a letter designed to meet the dealer's need of an article with rapid turn-over. It also furnishes his "sales talk:"¹

1. E. I. Du Pont Nemours & Co., letter #7.

"RAPID TURNOVER AT AN EXCELLENT PROFIT
WITH INCREASED SERVICE TO YOUR TRADE.

A slipping rug is a hazard in any home. You can supply the preventive, with a nice profit to yourselves.

The use of De Pont RUG ANCHOR has proved a most effective method for holding rugs firmly in place.

RUG ANCHOR is a coated fabric that lies flat under the rug, holding it firmly in place and preventing it from slipping or creeping, even when being vacuum cleaned. It does this without marring the floor or the rug in any way.

RUG ANCHOR also preserves and protects the rug by acting as a waterproof lining that prevents any foreign matter from reaching the rug from the floor. Its resiliency lessens the wear from treading feet.

It has been adopted as standard equipment of the model homes of the Home Owner's Service Institute - a tribute to its unusual merits.

RUG ANCHOR is supplied 54" wide in rolls of 30 and 60 yards, and is priced at \$1.15 per yard f.o.b. Fairfield, Conn. It retails at from \$1.75 to \$2.25 per yard, netting you an excellent profit. Our many dealers have found it a most profitable item in their floor covering department.

It is now the season when the housewife is putting her home in order for the winter months. It is the season when the greatest yardage of RUG ANCHOR is sold. You should have at least one roll in stock to meet this demand. Why not order a trial roll today? The investment is small, the turnover rapid and the profit excellent.

A card is enclosed for your convenience in ordering.

Very truly yours."

The next letter presents a different sort of intellectual appeal:¹

"Dear Mr. Blank:

You signed the application for enrollment of James Smith as sponsor, at which time you definitely agreed, among other things, to "make such reports on the applicant as may from time to time be required."

We sent you an "Information from Sponsors" blank, requesting you to answer several questions and enclosed a stamped addressed envelope for your convenience. We did not receive this blank and sent you a duplicate which, likewise, has not been returned.

Failure to furnish an acceptable sponsor penalizes a boy's desire to lead a better life, for no action can be taken on his application for enrollment until you discharge your obligation. We must therefore ask you to give the enclosed blank your immediate attention or James must make other arrangements.

Very respectfully yours."

Style must also measure up to certain criteria of sensibility -- good taste, or beauty. It does this in making certain instinctive appeals, in asking for approval on the basis of intuition rather than reason; and in conveying an emotional connotation through its diction.

1. The Leopold Schepp Foundation letter No. 1.

A letter to Wives

"Dear Mrs. Ripley:

There's a great satisfaction in store for the man who is presented with a perfectly running stylish Gruen Watch.

Curiously enough those men who otherwise take great interest in the correctness of their dress; the dispatch with which they handle their business affairs and the fine performance of their cars deny themselves the pride and real helpfulness of a fine watch because they feel it is a luxury too great to bestow upon themselves.

As a birthday or anniversary gift a fine Gruen Watch perfectly fits the requirements of a lasting gift -- a beautiful gift -- a useful gift and something he would not buy for himself.

The Pentagon is the accepted, new-day case design for fine watches. It should be in white gold and with the Gruen Precision grade movement. This makes a combination of beauty and dependability to win the respect of any man who appreciates fine things.

We have a variety of fine Gruen Watches to fill this bill from \$75.00 for the VeriThin in a plain gold reinforced case with a 17-jewel Precision movement up through \$100.00 to \$135.00 for the new solid gold Ultra VeriThin and then up to \$200.00 for the Extra Precision 21 jewel movement in a solid case.

Respectfully yours."1

1. Gruen Watch Co., letter #9.

"Dear Sir:

When you were laid up that day--

Chances are you were amazed at the work your wife had to do.

You didn't wonder that she/^{was}so often completely exhausted at the end of the day, too tired to relax.

Electric light and power in your home won't do all the work your wife does now, we admit.

But it would make the hardest work a whole lot easier.

Electric power, from the Westinghouse unit, would make washday 50% easier at least. It would do the washing, rinsing and wringing almost automatically. And think of the carrying saved when there is running water at the tap.

On ironing day an electric iron makes cooler work and saves many steps. An electric fan in the kitchen while ironing and cooking dispels that exhausting summer heat.

Cleaning is almost play with an electric suction sweeper.

All of these appliances, and dozens more, are made possible even for isolated homes by the Westinghouse unit.

Your wife would perhaps like to see this plant demonstrated and be sure that she too, can easily operate it. We'll gladly bring it around, without obligation, any day you set. Or we'll be glad to show you the plant here at the store. Please use the enclosed card to tell us when.

Very sincerely."1

To sum up: What appeals to the mind at any time, in any field is truth, manifested either as physical fact or soul fact; what appeals to the soul is sincerity and what appeals to the emotions is affection.

ANALYSIS OF THE LETTER TRANSACTION

THE WRITER'S CONCEPTION OF THE READER

Let us analyze the letter transaction. I suppose every writer who is faced with his immediate task visualizes to some extent the man to whom he is writing - the reader. At any rate he should.

BASIS OF PERSONAL KNOWLEDGE

Whether his knowledge is based upon actual personal acquaintance with the reader, or the salesman's report of this man as his prospective or actual customer; whether he must confine himself to seeing his reader as one of a certain class, or of a certain locality, and hence have to rely on trade journals and newspapers for pertinent or leading items; or whether he has only the cold, although illuminating, data furnished by business rating sources --Dunn, Bradstreet, Credit Associations, and the like, it is

1. Charles Harvey Raymond, Modern Business Writing, The Century Co., N.Y., 1903, p.4.
2. Carrier Engineering Corp., letter #1.

evident that the more accurate and sympathetic his knowledge of that reader can be, the more intelligent and persuasive can be his endeavors to meet and serve that reader's needs; the more sensitive will be his awareness of the reader's desires and the ways of satisfying them.¹

The following letter is based on personal knowledge of the prospect's needs:²

"Dear Mr. Phillips:

Through a very roundabout way, we have learned that you are about to erect a large new home in Bartlesville. We have also been informed that you would consider as a very desirable feature in this home, some means of making it comfortable the year round, as to temperature and humidity.

We have been waiting for just such an opportunity to propose to a home owner in your section of the country, that he resort to controlled air conditioning to make his home a livable, comfortable place every day in the year regardless of the season or of outdoor weather conditions.

For your information, our organization has been the pioneer during the past 20 years in the science of air conditioning; that is, in controlling temperature, humidity, air purity and air circulation within buildings. This science found its early growth within industries such as, textile mills, paper plants, printing plants and many others in which the materials handled are highly sensitive to variations in air conditions.

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1. Charles Harvey Raymond, Modern Business Writing, The Century Co., N.Y., 1903, p.6.
 2. Carrier Engineering Corp., letter #1.

It is only within the past eight or ten years, that we have been called upon to apply the practice of air conditioning primarily for the comfort of people within factories, public buildings and homes. However, the practice as applied for creating comfortable living conditions is backed by our long experience in industrial applications.

Theatres are very rapidly turning to air conditioning equipment as a means of establishing controlled conditions of health and comfort. In this field, we have been the leaders. In Dallas, Texas, you will find our system in operation in the Palace Theatre; in Houston, in the Texan Theatre; in San Antonio, the system will be in operation in the New Texas Theatre, which is now almost completed.

Office buildings and apartment houses, are also beginning to consider means of creating and controlling constant and comfortable conditions of temperature and humidity as an important asset to the building. The Patterson building in Fresno, California, has recently installed our equipment.

To the man who is making a large investment in a home, it seems to us, that an additional investment in order to make that home a comfortable, livable place every day in the year, where he might work and rest and smile at the weather, should prove a very attractive feature.

There need not be the slightest doubt in your mind that we can produce within any part or all of your house, a temperature of 75° together with humidity controlled at the point of maximum comfort which has been established by very thorough research.

We have been doing this for years. The only point in question is, do you want to consider an investment which will be perhaps small as compared with the amount which you propose to place into the building, in order to equip your house in the manner which we have described?

Mr. H. N. Slater, has such equipment in his fine old home at Locust Valley, New York, and we believe that he will assure you that the equipment makes his home more comfortable in the Summer than any resort, in which he might take refuge south of Northern Canada. The installation in his home is an interesting one. The equipment is so designed that the supply of cooled, dehumidified air can be given to the dining room and drawing room or, can be switched to the sleeping quarters. This is a piece of economy in the size and capacity of the equipment.

During the Summer, the air is cooled and its humidity reduced by passing it through a spray chamber to which cold well water is supplied.

During the Winter, the air is warmed and some humidity is added to the air by tempering the water within the spray chamber.

The control of the moisture content or the humidity of the air is very important in Winter and Summer. During the Summer, it is desirable to reduce the humidity in order to remove the muggy feeling which is a common characteristic of Summer Weather.

During the Winter, it is quite as important to largely increase the humidity of the air because the air which we take from outdoors carries very little moisture with it.

When it is warmed to comfortable temperatures within the house, the result is to produce an exceedingly dry atmosphere which tends to parch and irritate the mucous membranes of the nose and throat to form an ideally irritated surface for the start of colds.

The same equipment which provides for cooling and dehumidifying in the Summer time, warms and humidifies the air supplied to the house in the Winter.

Unless you have a supply of somewhat over 100 gallons of well water at approximately 50° it would be necessary to include in the equipment a small refrigeration machine to cool the water for spray chamber during the Summer operation.

We have written to you because we think this should be interesting to you and it would be certainly interesting to us to introduce our system of Manufactured Weather into your section of the country by making an installation in your proposed new home.

We maintain an engineering office at #505 Manufacturers Exchange Building, Kansas City, Missouri, where we are represented by Mr. Herman Sorsham and Mr. Edgar S. Miller. This is the office that would give consideration to your problem. If you will communicate with that office directly or, with us, we shall be very pleased to have one of our representatives meet with you and your architects at your convenience.

We are sending with this letter, some literature which we hope will further enlighten you on the

extensive application of our science of air conditioning. We hope that this letter and the literature will interest you and that we may have the opportunity to discuss in detail, an installation for your home.

Very truly yours,

CARRIER ENGINEERING CORPORATION

DCL/LH. D. C. Lindsay, Physicist."

BASIS OF CONSTRUCTIVE IMAGINATION

But it may happen that the writer has no basis of actual knowledge and must rely upon his constructive imagination--if he has one. Then he must build on a foundation laid on psychology, theoretical and applied. In other words, he must fall back on a knowledge of those common factors in humanity which make us all kin; but paradoxically, he must not be so unscientific as to believe that "men are all alike" or to "judge others by himself." He will not go far wrong if he consistently and persistently adapts the "you attitude" to his purposes against an unvarying background of friendliness and understanding.

BASIS OF PROGRESSIVE BUSINESS POLICY

Whether he conceives the reader on the basis of actual knowledge or on the basis of constructive imagination, he will write his letter in alignment

with progressive business policies and ethics --such as he has found by his own experience, or that of others, will reflect to the reader the firm's keen appreciation of permanent patronage -- which contemplates the conversion, or retention of the reader as a person whose good will has been honestly earned.

THE WRITER AS AN INDIVIDUAL

We may view the writer, also, from more than one aspect. Indeed, we must recognize in him a certain plurality of personality.¹ First, let us regard him as an individual. Is there any question of the significance of his integrity? his intelligence? his individuality?

1. Josiah Royce, *Fugitive Essays, Doubting and Working*, 1920. "There is a well known speculation of Dr. Holmes as to the number of people who really are concerned in a conversation between any two men. Each one of these men has a real and true character--is what he is. Each one of the men has a notion of the other's character, and probably thinks his notion a very fair one. And each one has a still more distinct and fixed idea as to his own character. Now, the words of each man are determined by what he himself really is, by what he thinks of himself, and by what he holds of the other. So that in fact, six people, two real and four imaginary - to wit, the two real men, their ideas of themselves and their ideas of each other - take part in this simplest form of human society. How complicated then, must be the state of things when a whole group of people are concerned, each one speaking forth his own true nature, but affected in his words by what he supposes his own nature to be, and by the way in which he fancies his sayings will impress the ghostly images that are what he takes to be his real companions.

THE WRITER AS A SOCIAL ENTITY

Secondly, let us consider him as a business and social entity. Can we well put too much stress on the value of his reputation, his leadership, his courtesy?

THE WRITER AS A CORRESPONDENT

And lastly, let us study him as a correspondent. Are his training, his industry, and his character of light import? No, these qualities and others are not only recognized by all, but are also evaluated with a good deal of astuteness and justice. Although they are intangible, they are real, and they do affect the accomplishment of the aims of the message itself.

THE ESSENTIALS OF THE MESSAGE

We may think of the message, then, as the interpretation of the writer's thought for the benefit of the reader. It is amazing how unanimous students of the subject are in their enumeration of its essential qualities, the so-called five "C's": Correctness, Clearness, Conciseness, Courtesy, and Character.

1. Roy Davis and Clarence M. Brigham, *Business English and Correspondence*, revised edition, 1931, chap. 2.

CORRECTNESS

First, then, Correctness; There are several aspects of correctness: (a) correctness of mechanics, involving spelling, punctuation, capitalization, the details of which should be learned from authentic hand-books, style manuals, and dictionaries; (b) correctness of taste: (1) in paper -- which requires a critical "paper-consciousness," to be gained from observation of samples distributed by leading paper manufacturers; (2) in letter-head, which is even more subject to individual whim or preference without losing its subjection to the amenities; it, too, should be studied by observation; and (3) in the form of the letter, which is best studied through the use of a text written by an authority who is keenly alive to the dictates of good usage.¹ (c) Correctness of fact: this involves accuracy supplemented by common sense in the use of names, titles, and content. (d) Correctness of policy.

1. Roy Davis and Clarence H. Lingham, Business English and Correspondence, revised edition, 1921, chap. 2.

CORRECTNESS OF POLICY

Correctness of policy is not, in reality, one detail of correctness among others. On the contrary, it is so far-reaching that it is conceivable that it might comprise the extended text of a volume of vital interest to the business man. It consists of two main divisions: (1) inter-departmental policies which deal with the "house" -- employer and employee -- and (2) of extra-mural policies -- which govern the relation of the house with its clientele, its competitors and its community.

INTERDEPARTMENTAL LETTER POLICIES

Interdepartmental letter policies are fairly simple. They involve courtesy and the awakening of pride and loyalty in the employee and are tied up fully as much with ethical as with economical considerations. The suggestions made by the Hammermill Paper Company for forms are valuable. The cuts and their accompanying text tell their own story. They stress the importance of getting the facts, getting action, and following up the message until it has been

satisfactorily carried out. Interdepartmental communication should be courteous, prompt, accurate, impersonal and neatly written.

ROUTINE LETTER POLICIES

Routine letters cover all communications that are handled day in and day out in any department of a business. They are commonly thought of as informational in type and comprise such divisions as order letters and their acknowledgment, cancellations, answers to inquiries. In any office there are certain routine situations arising which are dealt with more or less perfunctorily with the "routine letters" of that department.

In order for the executive to be free to give his attention to the unusual situation, he must delegate the handling of routine situations to other persons. How far he gives up the detailed supervision of their work depends upon the intelligence of the correspondents, the size of the department, and the simplicity of the problem. How safe it is to

allow the correspondent to be the final judge, or even to undertake to write the letter at all without its being dictated, depends upon the correctness of the policy governing the handling of each situation. The correct policy is the one that is constructive, courteous, practical. It is determined by experience.

THE FORM LETTER AND PARAGRAPH

The device of the form letter, particularly of the form paragraph, is invaluable in producing uniformity in policy and in raising the tone of the routine letter. The form letter generally evolves from repeated dictation of letters covering the same situation. The dictation of each letter individually should cease at about the time the situation is recognized as of frequent occurrence. Then the dictator (1) should take the time to carefully interpret the policy of the concern as adapted to the particular situation; (2) should take the utmost care to express himself effectively; and (3) should carefully specify the conditions under which the form should be used.

Corr If the situation does not repeat itself absolutely, it may perhaps approximately, so that while the letter would require some individual attention, it would also allow the insertion of the form paragraph among the personally dictated paragraphs.

The effectiveness of the form paragraph is determined largely by its appropriateness in language and content. It must exemplify a high attainment of unity and coherence, for it must be an organic whole, logically developed. Moreover, it should embody euphony or elegance, especially in view of its repeated use. Lastly, it should be nicely stressed, for perhaps it needs to do more than its own share of building up the force of the letter message. business world, to some extent,

Routine letters have been neglected more consciously from the point of view of correctness of language than correctness of policy. It has seemed to business men that the content alone was significant. They have been satisfied to allow the letter merely to tell its story. But as we have already intimated, the facts alone do not suffice.

involves the sacrifice of some part of what each

Correctness of policy, which the business man has always conceded as theoretically important, involves for its consistent carrying out the use of such language as will make the routine letter do its share in promoting the sales policies of the concern.

COMPLAINT AND ADJUSTMENT POLICIES

As long as men are human there will arise causes of dissatisfaction and discontent, with their concomitant requests for settlement. Thus it happens that the business man will receive almost inevitably what are called "complaints," and will make in response thereto what are known in the business world as "adjustments."

Within the business world, to some extent, but outside of it to a greater, three general types of settlement are put into effect; the first may be called conquest, the condition where, under duress, the vanquished is bound to admit that might is right. Secondly, there is compromise, where neither person has his demands fully met. Yet both are forced to come to an agreement which involves the sacrifice of some part of what each

asks for the sake of a speedy settlement. And thirdly, there is conversion, where through strength of argument and skillful array of evidence on the one hand, or through the effectiveness of emotional appeal, on the other, - one party becomes convinced or persuaded that he should adopt the point of view of the other, and the erstwhile opponents find that their original differences have disappeared.

It is perhaps unnecessary to point out that the conqueror has no place in business today, and probably will have none in the society of the future. Conquest is not adjustment.

Compromise, although it has solved many a difficulty in a practical fashion, does not give ideal satisfaction to either man, especially where it is genuine in its original demands and not spuriously asking more than it expects to receive. Consequently, compromise is not adjustment.

Conversion, however, wipes out the difference of opinion and leaves, not two minds with two conceptions of what is fitting and proper, but one,

for both parties are satisfied and conclude their conference with new respect for one another's character and methods. This last condition, conversion, remains the one which should prevail in every adjustment. It is founded upon the ability of one party to convince the other that he is right.

What constitutes the right adjustment policy? What rules or principles may the business man lay down which shall be well calculated to give his customers a feeling that his house is not only just but liberal? The answer to this question depends largely on the stage in production that the firm represents.

With this in mind, let us see into what two assumptions the business man may be led. If he is a retailer, he may adopt the general slogan of the department store: "the customer is always right."

This slogan is not so ethical as it is politic; the customer is not always right. She, taken collectively, may make many an unjust claim, or considered individually, may even become known as "a chronic kicker" and yet, be treated as if she were

right. The department store has in "an effort to do the right thing,"¹ and in order to capitalize its good-will and to retain the continued trade of its customers, chosen to ignore the comparatively small individual losses arising from unjust complaints.

The department store inaugurated this policy at a time when it was undoubtedly truer than it is now that its women customers were not familiar with business customs; were scarcely ever business persons; did not recognize the strength of the business contract; but would habitually tell their friends of their dissatisfaction. This protest was patently bad advertising, regardless of whether it was just or unjust.

At the present time, women understand business more generally than heretofore, although there are large numbers who know little about it. But the spread of business knowledge has not diminished the demand for, nor the expectation of, courteous adjustment on the old time basis: "the customer is always right." Neither has the importance of women as

1. Everett W. Lord, *Fundamentals of Business Ethics*"
Ronald Press, 1926, p.7.

purchasers diminished in the least.

Contrasted with the general retail policy we have just outlined, is the policy that prevails between business men, notably between the wholesaler or jobber and the retailer. At this stage of production, the terms of contract as specified constitute the basis of performance. Although courtesies and good-will abound, nevertheless the transaction is carried out in accordance with the original bargain. To be sure, adjustments are necessary, but they are made on the basis of equity and justice, rather than on the assumption that the buyer should have any prerogative merely because he is the customer.

In any business, complaints should be made courteously, acknowledged promptly, investigated without delay, and settled ultimately in accordance with the firm's policy.

The routine of the adjustment office should be under the control of one man. He should be able to locate in his office any adjustment investigation

at any time. This control can be attained by a system of routing and charting, which will minimize delay and insure the uninterrupted progress of any adjustment case toward a satisfactory completion. Adjustment letters should be uniformly courteous, free from negative suggestion, and well-calculated to promote the permanent welfare of the concern.

COLLECTION LETTER POLICIES *studies of such credit*

extension The language of the collection letter, as was pointed out early in this study, is very consciously impersonal at first; and grows personal only as the situation demands that the collection effort be more and more insistent. To make the impersonal effect quite patent, the collection department contents itself with sending the itemized bill, the statement, the printed or rubber stamped reminder with its *of any* variations, for some little time. In general, it increases the number of such personal communications and lengthens the time between them when it regards the debtor as more, rather than less, responsible and reliable. Conversely, it follows that those houses which attempt to serve not the gilt-edged *and* customer or even the good customer, but instead,

the man who is barely a legitimate credit risk, must introduce the personal element into their letters early, and insistently; must not allow a long interval to elapse between communications, and may even find it necessary to follow the short, sharp series of collection letters with the solicitation of the personal collector.

We cannot go into the ethics of such credit extensions more than to point out that undoubtedly a good many of them should not have been granted in the first place; that, in general, the credit period should not extend beyond the point of consumption, that is, the credit should be extinguished when the goods are consumed; but also we are bound to recognize that the instalment plan is about the only method by which the wage-earner can enjoy the possession of any equipment involving considerable expenditure.

SALES LETTER POLICIES

Sales policies, as may be inferred, are not independent of those of other departments nor necessarily more significant in the amassing of profits, although the sales department is frequently pleased

to regard itself as the one department that keeps the business running. Nevertheless, most business men have a great tendency to focus their efforts on sales promotion.

Much of the guesswork as to the causes of sales-effectiveness has been eliminated by scientific research modeled on and directed through investigation of advertising. Sales letters, very frequently known as direct advertising, have benefitted by the publicity given them. The business man may profit by the reports and suggestions made within his own field-- and published by various business magazines such as System, Printers Ink, The Nation's Business, etc.¹ The writer will merely point out that (1) it is important that sales-letter policy be correct; (2) that competitive pressure is extremely high and the general situation dictates the need of the most painstaking study to determine what those policies shall be.

1. See Bibliography.

THE CORRECT CREDIT POLICY

Correctness of credit policy will be our next concern. Generally, one of two conditions prevails; that is, a firm will either grant credit fairly readily and pursue collections with inverse closeness, or, on the other hand, will be stringent in its extension of credit and correspondingly confident that its debtors will meet their obligations without much pressure. Which of these policies it will adopt depends not alone upon its prestige and competitive place in trade but also to some extent upon the social strata that it attempts to serve. However, it considers both its credit and collection departments -- their needs and points of view -- before it adopts the policy by which both shall be bound. Moreover, it does not think of credit and collections as unrelated to sales.

COORDINATION OF DEPARTMENTS

In fact, the union of the interests of this trio -- credits, sales, and collections -- should be very evident to the employee, as indeed they are to the employer.

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1. See Bibliography.

Breadth of vision is the prime requisite to the establishment of correct policies to produce an impression of cooperation and dignity.

(5) Correctness of expression comprehends first the mastery of one's native tongue, for this alone guides subconsciously and invariably to a discriminating tone in writing. The business writer also needs a specific knowledge of what good usage prescribes or prohibits in detail. He must be able to decide wisely as to what word or what construction to employ, else his words will betray him as commonplace instead of bearing witness to his superiority.

Seldom does a correspondent feel that he has arrived at a place where he may be content with his achievement; on the contrary, he may as well realize that the building of a vocabulary is a life-long project, and become not only willing but eager to give it his enthusiastic and continued attention.

Besides a mastery of language as such, correctness of expression demands a knowledge of grammar for it is not only necessary to know in general or in particular what word seems most appropriate but, in specific

instances, to know why. A correspondent may have to defend his position to his colleagues or superiors or to help some other person to make an intelligent choice; that is, one made in accordance with a higher law than "it-sounds-right-to-me." Grammar undertakes to measure correctness and to guarantee it and is the true friend of the student of language.

In addition to these two, diction and grammar, correctness needs to be assisted by rhetoric which, assuming a good choice of word and correct construction, concerns itself with the application of established principles of selection and arrangement to produce forceful and attractive business letters.

(6) Back of correctness of expression lies correctness of thinking. Correct thinking has three outstanding qualifications. First, it is sound; the correspondent must, in his field, speak as one having authority. Secondly, it must be positive, if for no other reason than that nothing can be proved on a negative premise. Thirdly, the thinking of the correspondent should show a certain independence; he should never forget that he is paid for assuming a

certain amount of initiative and that he is bound to make those decisions which come within his province. Just when to act and when not to -- constitutes the measure of his common sense and canniness. In the long run he is under obligation to avoid the pitfalls in interpreting facts or in formulating opinion that those who have preceded him may have fallen into.

CLEARNESS

After correctness, the writer works for clearness, knowing that if he does not achieve it his clear thinking will have been in vain so far as conveying his message to the reader is concerned. In the main, Arnold Bennett seems justified in saying:

"When you have thought clearly you have never had any difficulty in saying what you thought, though you may occasionally have had some difficulty in keeping it to yourself; And when you cannot express yourself, depend upon it that you have nothing precise to express, and that what incommodes you is not the vain desire to express, but the vain desire to think more clearly."¹

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1. Arnold Bennett, "The Question of Style" from Literary Taste and How to Form It. George H. Doran Company, publishers (holders of all American rights). Quoted in Warner Taylor's Representative English Essays. P. 250.

Clearness sees as its goal the writing of a message so lucidly that it can be neither misunderstood nor misinterpreted. That is, so that it is beyond the chance of misapprehension or misconception by either the fool, or the knave.

MEANS OF OBTAINING CLEARNESS

The writer has certain resources at his command to overcome the defect of vague, obscure or ambiguous writing. In general, he may avail himself of the opportunity to study specimens of clear writing wherever he finds them. Some business men admit that they have learned how to write clearly by studying the letters that they receive. A little reflection only is necessary to see that incoming mail centers around the same problems as the outgoing mail in any particular concern, and that some of the mail received, as a matter of course, comes from the foremost minds within that business or profession.

Presumably the writer will never send out a letter until he is satisfied that it represents his best effort in every respect. However, as one day succeeds another, and the writer gains in language power, he may

find it very interesting and profitable to look back over his previous letters to see wherein they now seem strong and in what respects they could be improved.

The spirit of self-criticism is a salutary one but it must be manifested objectively and not subjectively. There is no value in re-reading correspondence merely to pat oneself on the back. The second reading should be a critical, analytical attempt to probe the sore spots in word usage, sentence formation, paragraph structure, and letter spirit.

There is a great deal of profit to be derived from a certain type of writing exercise -- and ample opportunity to find such exercises available. The composition hand book, with its convenient grouping of generally neglected points, together with the explanation of the difficulty involved, and the exercises bearing directly on the error, is invaluable to the man who would really improve his style.¹

Back of these general means of attaining clearness lie several specific steps, which will help clarify letter composition.

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1. See: Woods, Geo. B. Handbook of College Writing, Doubleday, Page & Co., Garden City, N.Y., 1923.
Hotchkiss, G.B., & Kilduff, E.J., Handbook of Business English, Harper & Bro., N.Y., 1923.
Greever, Garland & Jones, Easley S. Century Handbook of Writing, The Century Co., N.Y., 1923.

First, the problem of the letter should be analyzed so that the writer may not only see its vital elements, but may also determine in advance what solution he is going to offer; in other words, so he may decide what must be said.

He then must get a more or less accurate appreciation of the reader's capacity for understanding not only the problem, but also the language that the solution of the problem demands.

Thirdly, in connection with working out a solution, he will use a letter plan so that he may see from the beginning what the letter as a whole will accomplish both in conveying a definite message and in influencing favorably the reaction of the reader towards the concern.

He will not be content with knowing what the fundamental principles of rhetoric are, but will apply them with the utmost discrimination of which he is capable to every piece of writing he undertakes.

He will become fastidious in his use of punctuation, realizing that while punctuation allows some flexibility, it demands consistency.¹

1. David Harrison Stevens, *The Stevens Handbook of Punctuation*, The Century Company, N.Y., 1923, Introduction, p.15.

He will take care to use words whose definition is generally well understood, or at least reasonably undoubted in the mind of his reader. Says Quiller-Couch "....men who have written learnedly on the art agree in treating our maxim - to prefer the concrete term to the abstract, the particular to the general, the definite to the vague - as a canon of rhetoric."¹

And lastly, he will revise his composition until he is satisfied with it.

VIOLATION OF CLEARNESS

The enemies of clearness, are, in general, three: vagueness, obscurity, ambiguity. It would seem that vagueness in expression is the result of poorly visualized concepts -- "fuzzy" thinking. Obscurity results from the inability of the writer to throw enough light on his ideas. As a result of the writer's vocabulary limitations, his ideas fail to stand forth gleaming in the mental eye of the reader, who, after all, can only be expected to read the writer's words-- not his mind. Ambiguity results in matter that is capable of more than one interpretation. On the face

1. Sir Arthur Quiller-Couch On The Art of Writing, G. P. Putnam's Sons, p.122.

of things, the meaning cannot be clear. Moreover, this violation of clearness opens the way for serious errors in the carrying out of instructions and suggestions. It frequently leads to absurd and mirth-provoking possibilities which heap a certain contempt on the business writer, who, if he hopes to build confidence, cannot afford to be laughed at!

Many fairly intelligent business writers are not sensitive to the mediocrity of triteness. The trite expression is one that originally appealed as being particularly apt. It therefore invited quotation and has eventually become worn out through over-use. The result is that it has lost its pungency and happy applicability and should be superseded by original phraseology or at least fresher quotations. Triteness is not so much the error of the illiterate as it is of the glib speaker who, mayhap, prides himself on his wide reading, his facile memory, his "literary background." If this man be truly ambitious to excel in letter writing, let him follow the advices of one critic who says, that no one should quote that which is not new and apt.¹

1. Fredick Harrison, *On English Prose*, quoted by Brewster, Wm. T., *Representative Essays on the Theory of Style*, The Macmillan Co., 1913, p.326.

Awkwardness is the clumsy expression of a clumsy thinker. It generally demands for its correction the complete recasting of a sentence. Moreover, it is dependent upon the language resources of the writer, and his adaptability to the varying needs of his message.

The use of abundant superlative claims results in inaccuracy of interpretation because the reader is bound to discount any pretense to perfection. Nothing is perfect. But he may well ask, without receiving an answer: "How much has this claim got to be discounted before it fits the facts?" The National Advertising Association in its campaign for "Truth in Advertising" decries the making of superlative claims and practically insists that its members specify exactly the qualifications of their products. Again, where advertising has led, business letters will follow.

It is not only the sympathetic, but also the wise writer who will do what he can to insure the comprehension of the language he uses. If he is in doubt as to how technical is the knowledge of the reader, he will take no chances of being misunderstood by using

a technical vocabulary. It may happen that exact and lucid explanation cannot be given in untechnical language. In this event the writer may either assume he will be understood or else forego explanation and give in its place simple direction or constructive advice.

To sum up, then, the importance of clearness lies (1) in its contribution to skillful writing; (2) in its power to engender confidence in the reader and (3) in its power to prevent, it has been estimated, seventy-five percent of present letter failures.

CONCISENESS

Conciseness is sometimes called compression. It consists of two elements; brevity and completeness.

The writer is brief because he knows the value of conserving his own and his reader's time. Herbert Spencer, in his essay 'on The Philosophy of Style subordinates all other considerations to what he calls "reader economy."

1. Herbert Spencer, The Philosophy of Style, published 1868, quoted by William F. Brewster, A.M., Representative Essays on the Theory of Style, p.149.

"To so present ideas that they may be apprehended with the least possible mental effort, is the desideratum towards which most of the rules above quoted point.A reader or listener has at each moment but a limited amount of mental power available....Let us then inquire whether economy of the recipient's attention is not the secret of effect, alike in the right choice and collocation of words, in the best arrangement of clauses in a sentence, in the proper order of its principal and subordinate proposition, in the judicious use of simile, metaphor, and other figures of speech, and even in the rhythmical sequence of syllables."¹

It is very obvious that clearness of both plan and language is required if the message is to be stated succinctly.

But there is a danger in being too brief -- that is why "conciseness" is given, but "brevity" is not, as one of the essential qualities of business letters. The effective writer will not be so brief that he will sacrifice any of these three qualities; courtesy, clearness, or force.

Brevity needs to be combined with a second factor, completeness, in order to be truly desirable. Completeness endeavors to meet the demands of unity for the inclusion of all essentials and the exclusion of all unessentials. We must recognize, however, that the selection of material calls for a high power of

1. Herbert Spencer, The Philosophy of Style, published 1852, quoted by William T. Brewster, A.M. Representative Essays on the Theory of Style, p.167.

discrimination. What is essential for one purpose is unessential for another, and rules valid for general application, will need modification to meet special circumstances.

Surplusage -- the inclusion of word or detail beyond the requirement of practical and reasonable completeness -- comes about from lack of definite purpose. Extraneous or foreign material is retained. As someone has said, the average writer throws a handful of words at an idea -- shotgun fashion -- and hopes against hope that one will hit. But the master letter writer realizes that each wasted word tends toward the dissipation of the appeal, and weakens the climax.

Courtesy has become such a byword in business that it is not generally used with any degree of precision. It is confused, for instance, with politeness or forbearance, tolerance, or good humor. But it can be differentiated from those other qualities.

Courtesy goes down into the roots of character and shines through the expression of a courteous man unmistakably and inevitably. It may be identified with constant unselfishness.

The courteous expression does "enable one to say harsh things soothingly."¹ As long as business men

1. Greek Proverb.

and their clientele are human, mistakes and misunderstandings are bound to give rise to situations that could become unpleasant or embarrassing. The customer is the one who is likely to become irritated and the business man is constantly on his guard to anticipate such a condition. As a matter of policy, he does not lose his temper. Instead, he definitely tries to prevent the customer from losing his. Unfailing courtesy is his most faithful ally. Business and friendliness go together; hence courtesy aligns itself with business purposes and does result in the radiation of good-will. It may not be possible for every personality to be courteous, because mankind has not universally found itself ready to adopt an attitude of constant unselfishness; but there is little question of the desirability of a general manifestation of this trait.

The last of the five essential qualities of the business letter -- is character. Character, like style, is a term that has been abused until it has become more or less flexible in its definition. The present writer merely means those distinctive traits in the business letter which business men have found to be constructive and politic.

There are two general aims of character. The broader is to impress the reader, as contrasted with the more artistic subjective aim: To express the writer.¹

To impress the reader is to (1) satisfy his intelligence -- or hers, for contrary to what some writers have theorized, even women want facts. A recent article in the Retail Ledger points out clearly that "Women Want Facts:" (quoting Mrs. Edith McClure Patterson, as indicated)

"The women represented by the General Federation of Women's Clubs are considerably more concerned over knowledge, legislation and specifications of merchandise than they are over Shakespeare and Bacon or the abstrusities of political economy... 'In Business terms one word stands out. We all want to think and know more specifications. You gentlemen can rest assured of this thing: the American woman realizes that she has been asleep; she is wide awake today, and she is thinking and she is going to ask questions, and she expects honest and definite information from the retailers of this country, with one idea in mind, that she may buy greater value for the dollar she is exchanging.'"2

The second general aim of character is to gratify the sensibilities -- that is, to present both in the physical letter itself and in its content that which

1. Benedetto Croce, Aesthetic, Macmillan & Company, Ltd., London, 1909, p.238.
2. Retail Ledger, Dayton, Ohio. First February Issue, 1927, "Women Want Facts, says Mrs. Patterson," p.5.

will seem to be in good taste.

These two general aims may be restated as: (1) to inspire confidence, and (2) to assure satisfaction. In this phraseology they are familiar alike to the business man, the customer, and the theoretical student of the subject.

It is not enough to realize that the reader must be "impressed." The practical writer must ask, "How can this be done?" And he will need more concrete devices than those we have just implied. The writer impresses the reader favorably and powerfully when he himself is properly motivated, in addition to being adequately trained and prepared to express his own personality. Under these ideal conditions he undertakes to make a vivid impression of several definite qualities manifested either in himself, his house, the commodity, or service involved.

The first of these impressions that he is constantly striving to make is one of friendliness, in which the largest general factor is courtesy and another, more limited in application, is personal acquaintance.

Dignity, largely because it is associated with worth, hence a builder of confidence, should also be impressed on the reader.

Distinction is a quality prized by the connoisseur and by those generally whose means allow them to buy high grade commodities and luxuries. Distinction is given the product in the mind of the reader by such apparent trifles as restrained elegance in letter-head, paper, etc. It is also directly associated with the product by the reader who is inclined favorably toward a product that is distinctive because he feels that its possession will set him apart from members of his class.¹

Finally, favorable impression is achieved by truthful expression. Frederic Harrison says,

"Almost all that can be laid down as law about style is contained in a sentence of Madame de Sevigne, in her twentieth letter to her daughter.....'Never forsake what is natural' she writes, 'you have molded yourself in that vein and this produces a perfect style.' There is nothing more to be said."

Harrison goes on,

"Be natural, be simple, be yourself; shun artifices, tricks, fashions; gain the tone of ease, plainness, self-respect. To thine own self be true.....This and this alone creates a perfect style."²

1. Raymond, Charles Harvey, *Modern Business Writing*, p.80.
2. Frederic Harrison, *On English Prose*, an address to the Bodley Literatary Society, Oxford, Printed in *The Ninteenth Century*, June, 1892. Quoted in Brewster, William T. *The Macmillan Co., N.Y., 1913*, p.316. "Representative Essays on English Style."

The good letter writer also strives to make a vivid impression of the desirability of his commodity, and its necessity to the reader. He awakens desire in the prospect through an appeal to one or more of the instincts and by adopting the reader's viewpoint.¹ Moreover, by associating his description or explanation of his product with the reader's needs, thus induces the reader to want the product for himself or those he loves.² He is careful to see to it that the reader's desire is directed toward the produce he sells,³ and then he strengthens the emotional appeal by offering proof of his claims of excellence.⁴

He says what he has to say exactly and sincerely.

In conclusion, the language of the business letter-what it shall be, or shall not be, is a matter of style, but not style alone in the sense of form alone. There is no style apart from the message. What is to be said, in part, determiner of how it shall be said.

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1. Raymond, Charles, Harvey, Modern Business Writing, p.172.
 2. Raymond, Charles Harvey, Modern Business Writing, The Century Company, N.Y., 1923, p.120
 3. Ibid, p.144.
 4. Ibid, p.121.

Neither is there any style apart from the reader; what he is governs the form that the message shall take. And lastly, there is no style apart from the writer, because, regardless of his thought, his forethought, and his afterthought, he writes what he is.

His message is a dynamic whole -- it is message first and word or phrase scarcely at all, consciously. The writer will revise, to be sure, but he will revise with an ever-watchful eye so as not to mar the beauty, the sincerity, the precision of the whole. "And what" well asks Croce, the great Italian philosopher, "are the laws of words which are not at the same time the laws of style?"¹ ----To write according to theory is not to write: at the most it is making literature.²Language is articulate, limited, organized sound employed in expression."³

Arnold Bennett points out that "when a writer conceives an idea he conceives it in the form of words... You cannot have good matter with bad

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1. Croce, Benedetto, *Aesthetic*, translated by Douglas Ainslie, Macmillan & Co., London, 1919, p.246.
 2. Ibid, p.247.
 3. Ibid, p.235.

style.¹....You will find that in practical literature the style always follows the mood of the matter. You cannot divide literature into two elements and say, 'This is matter, and that is style;' in short, look at literature as you would look at life, and you cannot fail to perceive that essentially the style is the man."²

1. Arnold Bennett, The Question of Style, from "Literary Taste and How to Form It." George H. Doran Company, publishers (holders of all American rights). Quoted in Taylor, Warner, Representative English Essays; Harper & Brothers, New York and London, 1923, page 251.

2. Ibid, p.247.

BRIEF HISTORICAL SKETCH OF ENGLISH LANGUAGE

English, like most languages of Europe, belongs to the Aryan (otherwise known as Indo-European or Indo-Germanic) group. The original home of the Aryan is not known, but the present tendency is to seek it in Europe. Aryan is sometimes called the parent stock of these modern languages, but it is probably more accurate to consider of the Aryan group of peoples as having at one period occupied a common territory, and then, having scattered over Eurasia and elsewhere, the development of their language in many places, and in some, rather than less, isolation from their erstwhile brethren.¹

The Germanic languages, forming one group of the Indo-European family, are themselves divided into three groups, North, East and West; the West German is further subdivided into High and Low. It is to the latter branch, Low German, that English belongs.

The Germanic group may be differentiated from the others by what is known as the "consonant shift"

1. Otto Jespersen, "Growth and Structure of the English Language," p. 11.

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The Germanic group may be differentiated from the others by what is known as the "consonant shift"

1. Otto Jespersen, "Growth and Structure of the English Language," p.19.

-- a change of certain consonants to certain others --
 p to f, for instance. There was also an old stress
 shift, which gave uniformity to the placing of the
 accent on the first syllable. But although the sig-
 nificance of these shifts is tremendous to etymol-
 ogists, it need detain the casual student no longer
 than to note that these changes took place in pre-
 historic times, and on the continent of Europe,
 rather than in the British Isles.

Taken as a whole, the history of English language
 is divided into three periods; old English or Anglo
 Saxon, 449-1100 A.D., Middle English, 1100-1500;
 Modern English, 1500 to the present day.^{1 & 2}

1. International Encyclopedia - English Language.

2. Encyclopedia Britanica, English Language, gives:
- | | | |
|----------------------------------|------|---------|
| Old English or Anglo Saxon | | to 1100 |
| Transition Old Eng. (Semi-Saxon) | 1100 | - 1150 |
| Early Middle English | 1150 | - 1250 |
| Normal Middle English | 1250 | - 1400 |
| Late and Transition Middle Eng. | 1400 | - 1485 |
| Early Modern or Tudor English | 1485 | - 1611 |
| Seventeenth Century Transition | 1611 | - 1688 |
| Modern or Current English | 1688 | Onward. |

Much that is very significant in the formation and growth of our language took place before the dawn of history in England, and antedated the oldest extant specimen of writing by at least three hundred years. Moreover, the study of old English was not undertaken until the seventeenth century.¹ At that time, a little band of scholars became interested in studying the language of Alfred the Great.² Let us look back at what they saw.

OLD ENGLISH

To begin with, they did not find a language altogether, although it was largely, homogeneous; already words of three or four sources were in existence; Celtic or British, Latin, Anglo-Saxon, Danish.

EARLY LATIN CONTRIBUTIONS

Caesar had invaded Britain in 55 B.C., finding certain Celtic tribes, all of whom belonged to the Celtic branch of the Indo-Germanic family, inhabiting it. Although Rome did not at that period see fit to turn her energies to complete the conquest of Britain,

1. International Encyclopedia - English Language.

2. Encyclopedia Britannica - English Language.

nevertheless, from this early Roman invasion a few words came into the language through the Celts. These words were concrete, simple as to pronunciation and nearly always technical. They were learned in an oral manner as is shown in their forms. Jespersen gives the following early Latin loan-words in their present forms: vine, cup, cheap, monger, mint, pound, inch, mile, anchor, punt, bin, amber, dish, kettle, mortar, ark, cook, kitchen, mill, cherry, peach, plum, pea, cole, turnip, beet, pepper.¹ Castra, lake, mount, street, are also in the group.² Latin words also crept in through other agencies, some few like chalk and mint,³ from contact with Teutons on the continent, one hundred forty from the introduction of Christianity in Kent (597 A.D.)⁴ and some, in other ways during the four hundred years of Roman

1. Jespersen, Otto, "The Growth and Structure of the English Language," p.31,32.

2. International Encyclopedia, English Language.

3. International Encyclopedia, Ibid.

4. Apostle, disciple, pope, archbishop, priest, monk, nun, provost, abbot, shrine, chapter, mass, etc., are given by Jespersen, op. cit., p. 41.

occupation in England. It is still an open question as to the significance of Roman influence on the native language of the time.¹

ANGLO-SAXON INVASION

The native Britons were warred upon by other Celtic groups, notably the Picts and Scots, and were thus prompted in the fifth century to seek protection against them from the Teutons, who eventually came to be regarded not as their saviors but as their destroyers. The Teutonic tribes were said by Bede, to be and are commonly thought of as being, the Angles, from whom England took its name,² the Saxons and the Jutes, (Geatas)³ but the precise make-up of these groups is still in question.⁴ Certainly there is room for belief that it included many Frisians,⁵ whose tongue more nearly resembled English than does any other. Indeed Frisian is sometimes called continental English.⁶

1. Jespersen, op. cit., p.35--cf. Encyclopedia Britannica.
2. McKnight, Geo. H., "English Words and Their Background," D. Appleton & Company, New York, 1923, p.83.
3. Jespersen, op. cit., p. 34.
4. Encyclopedia Britannica, English Language.
5. McKnight, op. cit., p. 83.
6. International Encyclopedia, English Language.

AETHELBERT

At the time when Aethelbert was King of Kent and three groups of Teutons occupied England; the Angles in the North, comprising the Northumbrians and the Mercians, who were the most cultured of these early peoples; the Saxons in the West and South; and the Jutes in the South, particularly Kent. There were two dialects spoken chiefly: designated as the Northern, and the Southern.¹

These peoples had not borrowed much from their British vocabulary because they probably disdained the language of their slaves,² but a few geographical names survive, Aberdeen and Inchcape for instance, and somewhat under ten nouns,³ many of which can be fairly doubted as having been originally British origin.⁴

DANISH INFLUENCE

In the eighth century England suffered from the depredations of the Danes to an extent heretofore unexperienced and for a reason that is still unknown.

1. International Encyclopedia, English Language.
2. Jespersen, op. cit., p.38, (who here follows Windisch)
3. International Encyclopedia, English Language, gives the following taken from Skeat, Principles of English Etymology; down, cart, mattock, bannock.
4. Gardiner, "Student's History of England," p.32, (who follows Freeman) gives: down, curd, cart, pony. Jespersen, op. cit., p.36, gives bannock, brock, crock, dun, dry, slough.

Wessex alone was able to withstand the onslaught. Dane and Saxon were both strong men of one stock, and of similar tradition and language. Hence it was that, at first, there was a mutual admiration for bravery, even a tolerance for the attacks;¹ but at length there developed the fiercest of combat. Finally, after a year in which six pitched battles were won by Alfred the Great, there followed a peace of four years' standing with the commingling of races. As the Danes took Saxon wives, and, settling down, lost their power and inclination for quick movement up and down the coast, there came a real union of peoples and language.^{2,3.}

CULTURE UNDER ALFRED

Alfred, in the peace that followed, set about to restore and promote culture by having Latin books translated, importing scholars from Ireland, Wales and the continent, setting scribes to work on the Anglo-Saxon chronicle, collecting the heroic poems

1. Jespersen, op. cit., p. 60.

2. Place names: -by, -thorp, -beck, -dale, -thwaite; Bound, busk, boon, addle, (Norwegian, probably) Hale, nay, raise, fro, skirt, egg (vb.) loose, etc. (Danish) - Jespersen, op. cit., p. 61.

3. Husband, fellow, skin, knife, wing, -Geo. H. McKnight, op. cit., p. 102.

of the preceding centuries and starting schools. After his death in 900 A.D., his work was continued for half a century by his three sons.

DANISH SUPREMACY

In 878, however, Alfred was obliged to recognize in the Treaty of Wedmore the Danish supremacy of two-thirds of England. Furthermore, it was the Danish King, Canute, who, eventually brought about the unity of England which existed when the Battle of Senlac (Hastings), 1066, gave England into the hands of the Normans.¹

By this time the language of Wessex, the recognized center of England,² had become the language of the land; it was practically, although not wholly, homogeneous; and highly inflected, as Teutonic languages generally were and are. Furthermore, it was forceful, concrete and generally commonplace in its vocabulary.

MIDDLE ENGLISH - NORMAN PERIOD

1066 marks the Norman conquest, with its tremendous influence on English language. Indeed, 1100

1. McKnight, op. cit., p. 100.

2. International Encyclopedia, English Language.

may be accepted as an approximate end of the old English period, and by 1120, there had departed the generation that had witnessed the Norman conquest and in them was lost the literate element of English society.¹

Norman French had been stubbornly resisted by the English, especially in the north, hence its influence was largely limited.

SEMI-SAXON PERIOD

The first period of Middle English, called Semi-Saxon, is a period of transition and confusion.² And, in contrast to the Old English period, whose language was, as we have pointed out, largely homogeneous, it had to undertake the task of standardizing three heterogeneous elements, Latin, French and Anglo-Saxon - of which last there were many dialects because of the absence of any established English.

After the Norman conquest, we see in particular three distinct dialects: Northern, Midland, and Southern. The Northern had been the vehicle of early English culture.

1. Encyclopedia Britannica, English Language.

2. International Encyclopedia, English Language.

The Southern speech became confirmed as the literary language under Alfred, a native of Berks, but eventually, the Midland dialect became predominant.

There were a number of contributory causes to this end. The geographical element was one of these. The lack of comprehension of the North for the South or vice-versa did not prevail between the Midland and its neighbors. Moreover, the universities of Oxford and Cambridge, several important monasteries, as well as the City of London, were located within this central district and the writings of Wycliffe and Chaucer emanated from it. Wycliffe gave England native versions of the Scriptures, and Chaucer wrote poetry in a dialect which, to be sure, was somewhat more Southern than Midland, more of the court than otherwise, and rather more behind than ahead of London usage, but he wrote in a manner adjudged admirable and worthy of appreciation and emulation.

The monks wrote Latin without accurately remembering or employing its systax. The native English was largely spoken language with its vocabulary limited by its materially-minded speakers.

The loss of four native symbols. These symbols were not found in the continental type fonts used in the printing process, and were supplanted by other symbols.

The Norman French, which did contain words for any range of thought more abstract than that of every day material existence, was the possession of only the French privileged class, whose pens and tongues were, in accordance with the laws of nature, eventually becoming inarticulate.¹

However, the English were keeping in constant contact with the French on the continent, so that the French influence was permanently felt. The words borrowed from the French at this time included a vocabulary relating to government and the aristocratic classes, feudalism, military matters, law, ecclesiastical matters, fashion, arts and crafts, and many other words that show the relative position of the French as master to the native as servant.

A large part of the native vocabulary disappeared, being supplanted by French words. (These Norman French contributions were sometimes confused with later modern Parisian French acquisitions to the English vocabulary.)

Moreover, French synonyms were employed along with the native word, and a French system of orthography was adopted which ultimately resulted in the unfortunate loss of four native symbols.² These symbols were not found in the continental type fonts used in the printing process, and were supplanted by other symbols.

1. Encyclopedia Britannica, English Language.

2. Ibid.

In the native element of the language, a general leveling of inflections was rapidly progressing.¹ There was a tendency to lengthen vowel qualities (1250-1260), the effect of which was to throw the accent forward, which, in turn, tended at first toward the obscuring of the termination, then to the silencing of that termination, although the silent letters were often retained in the spelling.

The proclamation of Henry III in 1258, couched in the native tongue, constituted the only public recognition of that tongue between the time of William the Conqueror and Edward III, and is often spoken of as the first specimen of English.²

In 1362-63, English of the Midland first appears in the statutes to take the place of French pleading in the courts of law.

At length, in the fifteenth century, a barren period in literature, on account of the Wars of the Roses, we see the decay of most of the syllabic inflections of middle English and the dropping off of the final e.³ However, although the old terminations

1. Encyclopedia Britannica, English Language.

2. Ibid.

3. Ibid.

had gone there was no agreement as to how to express the relations between the words that the terminations had indicated. There was no established, approved, or customary order in which words should appear; neither was there any uniformity in the insertion of prepositions or other connectives or in the use of auxiliary verbs. It was at about this time that verbs lost about two-thirds of their strong class, and became thereafter increasingly regular in their formation, all new verbs being inflected weak.

CAXTON'S INFLUENCE ON LATER MIDDLE ENGLISH

The second half of the middle period is dominated by Caxton, writer and printer.¹ In the prologue of his translation of Virgil's *Eneydos* (1490) he crystallizes his reaction to the harrying discussions of those factions who, on all sides, clamored for either the old or the new language forms. The anecdote hinges on the survival of the native ey as against that of the Scandivavian egg;

1. Encyclopedia Britannica, English Language.

"And certaynly our language now used varyeth ferre from that whiche was used and spoken whan I was borne. For we englysshe men ben borne under the domynacion of the mone, which is never stedfaste, but ever waverynge, wexynge one season, and waneth & dyscreaseth another season. And that comyn englysshe that is spoken in one shure varyeth from a nother. In so moche that in my dayes happened that certayn marchauntes were in a shippe in tamyse, for to have sayled over the see into zelande. And for lacke of wynde, thei taryed atte forlond, and wente to lande for to refreshe them. And one of theym named sheffelde, a mercer, cam in-to an hows and axed for mete; and specyally he axyd after eggys. And the goode wyfe answered, that she coude speke no frenshe. And the marchaunt was angry, for he also coude speke no frenshe, but wolde have hadde egges, and she understode hym not. And thenne at laste a nother sayd that he wolde have eyren. Then the good wyf sayd that she understod hym wel. Loo, what sholde a man in thyse days now wryte, egges or eyren. Certaynly it is hard to playse every man, by cause of dyversite & chaunge of langage."¹

Printed English almost exclusively employed the Midland dialect. The art of reading grew increasingly wide as the production and circulation of books increased.²

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1. Caxton's *Eneydos*, p. 2-3. (E. E. T. S. Extra Series 57) quoted by Jespersen, *op. cit.*, p. 67
 2. *Encyclopedia Britannica*, English Language.

MODERN ENGLISH - 1500 - TUDOR PERIOD

1485, the date of the accession to the throne of the house of Tudor, has been chosen to mark the division between the Middle and Modern Periods.

THE RENAISSANCE

The Tudor period was contemporaneous with the Italian Renaissance, and was dominated by this revival. Many words were borrowed from the Italians during this period,¹ some of which to be sure, did not live long but were gradually sifted out during the seventeenth century, mostly before 1688.²

Many changes were made in the spelling of words of Latin origin, so as to bring them into greater conformity with their Latin roots,³ for example, doute became doubt; dette, debt. Moreover, precedents were established for the addition of Latin words and the bending of them to English ways without paying much attention to their actual derivation from the French.

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1. International Encyclopedia, English Language.
 2. Encyclopedia Britannica, English Language.
 3. Ibid.

1611 marked the close of the Tudor period. It celebrate the publication of the authorized version of the Bible.¹

1688, the date of the Reformation, saw the practical fixing of our present entirely unsatisfactory system of English spelling. By this time, the second half of the Modern Period was seventy years old, and the dividing line which separated the two halves was by 1700, well marked.

The essential difference between the Tudor Period and the present one lies in the difference in stress laid on the necessity of following good usage.

In the early days of the Modern Period brevity seemed the chief essential; but the expression which was primarily brief generally proved lacking in clearness, so that clarity became a recognized essential;² but it is only since 1700 that we have looked to our best writers and speakers to authorize through their well-considered use, the words and expressions that have come to us one way or another.

1. Encyclopedia Britannica, English Language.

2. Ibid.

Although loan words form a large part of the present day vocabulary of English, nevertheless as languages are classified not on the basis of vocabulary but in accordance with their grammatical structure,¹ - English is properly regarded as a Germanic language. This relation exists in spite of the fact that although English has become uninflected, i. e., analytical, German is highly inflected, or synthetical.²

1. International Encyclopedia, English Language.

2. Ibid.

IMPROPRIETIES

ability - capacity	bring - fetch
accept - except	calamity - misfortune
acceptation - acceptance	casual - causal
access - accession	cemetery - seminary
accredit - credit	center - middle
acts - action	champion - support
address - direct	character - reputation
adherence - adhesion	childlike - childish
admire - like	chose - choose
admit - confess	claim - assert
advance - advancement	click - clique
advice - advise	cloths - clothes
alright - all right	commercial - mercantile
aggravating - irritating	company - guest
ago - since	compare - contrast
alleviate - relieve	compliment - complement
allow - think	completion - completeness
allude - elude	confuse - confound
allusion - illusion - delusion	conscience - consciousness
ally - alley	consequence - importance
almost - most	construe - construct
alone - only	contagious - infectious
already, - all ready	continual - continuous
alternative - choice	converse - reverse
among - between	corporal - corporeal
ancestry - posterity	corporation - co-operation
ancient - antiquated	correspondence - correspondents
anecdote - antidote	council - counsel - consul
angry - mad	couple - two
antagonize - oppose	credible - credulous
antic - antique	credible - creditable
apt - likely	criticism - censure
argue - augur	crowd - company
as - like	cunning - amusing
assay - essay	custom - habit
assent - consent	dangerous - in danger
assertion - statement	date - engagement - appointment
average - ordinary	deadly - deathly
awfully - very	deal - transaction
badly - much	deception - deceit
balance - rest - reminder	decided - decisive
barn - stable	decimate - destroy
bashful - modest	definite - definitive
begin - initiate	deny - refuse
beside - besides	depot - station
between - among	deprecate - depreciate
bore - boor	deteriorate - detract
bound - determined	difference - deference

IMPROPRIETIES

directly - as soon as	host - great many
discover - disclose	human - humane
discover - invent	idol - idle - idyl
disinterested - uninterested	if - whether
displace - replace	ignorant - illiterate
disposition - disposal	illicit - elicit
distinct - distinctive	implicate - involve
divers - diverse	impotent - impudent
dominate - domineer	impractical - impracticable
don't - doesn't	impute - impugn
drive - ride	in - into
dumb - stupid	inaugurate - commence
each - every - either - neither	individual - person
effect - affect	infallible - unfailing
elude - illude - allude	ingenuous - ingenious
emigration - immigration	irony - sarcasm
eminent - prominent	its - it's
enormity - enormousness	last - latter
equable - equitable	last - latest
equitably - scientifically	lay - lie
especially - specially	lay - laid
esteem - estimation	learn - teach
ever - never	lease - hire
example - problem	
exceed - excel	lend - loan
exceptional - exceptionable	lengthwise - endwise - sidewise
exercise - exorcise	less - fewer
expose - expound	leave - let
extend - give	lightening - lightning
falsity - falseness	like - as
further - farther	limit - limitation
female - woman	limited - small
final - finale	live - reside
fire - throw	locate - settle
firm - concern	long - lengthy
fix - repair - mend	loose - lose
fly - flee	love - like
fogy - foggy	lovely - pretty
forever - continuously	luxuriant - luxurious
funny - odd	majority - plurality
genius - genus	manly - mannish
gentleman - man	may-be - perhaps
good - well	
got - have	may - can
guilt - guile	mighty - very
happen - transpire	moral - morale
healthful - healthy	most - almost
home - house	mutual - common
horrid - unpleasant	near - nearly

IMPROPRIETIES

need - want	raise - rear
neglect - negligence	raise - rise
new - novel	real - really
nice - attractive - beautiful	real - very
noise - sound	real - reliable
nor - or	recipe - receipt
notice - mention	recollect - remember
notorious - notable - famous	relation - relative
obligate - oblige	relic - relict
observation - observance	remunerate - reimburse
obvious - evident	resource - resource
odious - odorous	respectively - respectfully
often - constantly	resume - sum-up
of - off	reverend - reverent
oral - verbal	romance - novel
organism - organization	rural - rustic
part - portion	scared - afraid
partake - share	scholar - pupil - student
partially - partly	series - succession
particular - peculiar	sewage - sewerage
party - person - people	shall - will
past - last	significance - signification
patron - customer	sit - set
pay - settle	site - situation
people - persons	solicitude - solicitation
petition - partition	some - somewhat
per cent - percentage	stationery - stationary
perspicuity - perspicacity	statue - stature - statute
pitiable - pitiful	successful - successive
plenty - abundance	subtile - subtle
politic - political	swath - swathe
pomace - pumice	tact - tack
posted - informed	their - there
practical - practicable	then - than
practice - practise	tract - track
present - introduce	tragedy - disaster
preventive - (not preventative)	transpire - happen
principal - principle	trend - direction
product - produce - production	truth - veracity
professor - instructor-teacher	union - unity - unison
prominent - prominence	university - college - school
promise - assure	unquestioned - unquestionable
proposal - proposition	visitor - visitant
prophecy - prophesy	vocation - avocation - vacation
prosecute - persecute	wishing - hoping - trusting
providing - provided	way - ways
purpose - propose	womanly - womanish
quite - quiet	

DEFUNCT PHRASES¹

According to our records	Permit me to say
Advise	Permit me to state
Along these lines	Please be advised that
And oblige	Present writing
As per	Proposition and line
As the case may be	Prox.
As to your proposition	Recent date
Assuring you of our prompt attention	Referring to the matter
At all times	Regarding your communication of
At an early date	Referring to your favor
At hand	Same (as pronoun)
At this time	State (for say)
At the earliest possible moment	Take pen in hand
At your earliest convenience	Thanking you in advance
Attached find	The above subject company
Attached hereto	This is to inform you that
Awaiting your further orders	This letter is for the purpose
Beg	of asking that
Beg to advise*	Trust this will be satisfactory
Beg to remain*	Ult.
Beg to state*	Under separate cover
By return mail	Under the above subject
Complaint	Up to this writing
Contents carefully noted	Valued favor
Duly noted	We see by your letter
Each and every*	We take pleasure in sending you
Enclosed herewith	herewith
Enclosed please find	We wish to call your attention
Enclosed you will find	to the fact that
Esteemed favor	We wish to inform you that
Even date	We wish to notify you that
Favor	We would advise
For your information wish to advise	Wish to say
Hand you	Would ask that
Hand you herewith*	Would say that
Has come to hand	Would state
I have before me your letter	Writer wishes to say
In due course	Writer wishes to state
In reply wish to state that	You claim
In reply would say	You state
Inst.	Your letter received
Kind order or favor	Yours of recent date to hand
Oblige	You say
Our Mr. Blank	
Our records show	

1. Perry, Sherman, Making Letters Talk Business, American Rolling Mill Co., Middletown, Ohio, 1924; p.9.

* Not in Perry's list.

WORDS OF INTERESTING ORIGIN

academy	echo	precocious
adieu	equinox	pretty
alarm	fee	pullman
alderman	fond	recipe
alphabet	fortune	rival
ambition	good-by	salary
amethyst	gossip	sandwich
ampersand	gospel	saturnine
aster	grocer	saunter
atlas	halibut	school
babble	humor	sincere
bankrupt	hyacinth	sinecure
back	infant	sinister
bayonet	infantry	solstice
bedlam	influence	steward
begonia	insect	symposium
benedict	italics	tangle
bombast	item	tantalize
book	jovial	taudry
boudoir	lady	thimble
boycott	lord	thug
buxom	lunatic	titanic
calico	macadam	tribulation
camel	macintosh	tulip
candidate	marshal	turquoise
capricious	maudlin	umbrella
cashmere	mercury	villain
cathedral	milliner	virtue
cattle	mint	volcano
caustic	miser	volume 1
cemetery	money	
cereal	muslin	
chapel	nice	
cheap	omnibus	
cheat	palace	
circus	pandemonium	
colossal	pantaloom	
companion	pantry	
curfew	paper	
dahlia	paradise	
daisy	parlor	
dandelion	pavilion	
derrick	peculiar	
dexterous	pecuniary	
diamond	peevish	
disaster	pen	
dollar	petroleum	
dunce	phaeton	

BUSINESS VOCABULARY

above par	insolvent
a l.	inventory
accept a bill	invoice
account sales	joint account
ad valorem	journal
affidavit	judgment
alibi	ledger
assets	legal reserve
assignment	lessor
attachment	letter of credit*
audit	liabilities
bankrupt	limited
below par	liquidation
board of trade	loan value
Bradstreet	manifest
bill of lading	money order
bond	mortgage
broker	net*
certified check	passport
clearance	personality
certificate of indebtedness	policy
collateral security	power of attorney
commission	protest
consignment	proxy
contract	rebate
contraband	remittance
copyright	salvage
corporation	sinking fund
coupon bonds	specification
credentials	statute
discount	statute of limitation
dividend	stock
Dun	subpoena
executor	summons
facsimile	trade mark
force sale*	transit
forfeit	verification
form	vocation*
guide cards	waiver *
inactive	water stock
index	way bill
indorse	will
injunction	writ l

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1. Strumpf, Harold, Problems in Office Practice and Business Style, Gregg Publishing Co., N.Y. 1922, p.63.

* Not in Strumpf's list.

PARTIAL LIST OF
COLLEGES OF COMMERCE IN THE UNITED STATES

College of Commerce and Administration,
University of Chicago, Chicago, Ill.

School of Commerce, Accounts and Finance,
New York University, New York City.

School of Commerce, Northwestern University,
Northwestern University, Evanston & Chicago, Ill.

College of Business Administration,
Boston University, Boston, Mass.

School of Commerce,
Valparaiso University, Valparaiso, Indiana.

College of Engineering and Commerce,
University of Cincinnati, Cincinnati, Ohio.

School of Business Administration,
Northeastern University, Boston, Mass.

School of Commerce and Finance (Eve.).,
Northeastern University, Boston, Mass.

Wharton School of Finance and Commerce,
University of Pennsylvania, Philadelphia, Pa.

School of Business,
Columbia University, New York City, N.Y.

College of Business Administration,
Syracuse University, Syracuse, New York.

Course in Commerce, University of Wisconsin,
University of Wisconsin, Madison, Wisconsin.

School of Commerce,
Southern Methodist University, Dallas, Texas.

School of Commerce,
Temple University, Philadelphia, Pa.

College of Commerce,
Howard University, Washington, D. C. (colored).

College of Business Administration,
Potomac University, Washington, D.C.

College of Commerce,
Research University, Washington, D. C.

College of Commerce,
De Paul University, Chicago, Ill.

College of Commerce,
University of California, Berkeley, Cal.

School of Commerce and Finance,
St. Louis University, St. Louis, Mo.

School of Business and Public Administration,
University of Missouri, Columbia, Mo.

College of Commerce, (Correspondence)
Peoples National University, Atlanta, Ga.

College of Commerce and Business Administration,
University of Illinois, Urbana, Ill.

College of Commerce,
Lincoln-Jefferson University, Chicago, Ill.

School of Business and Civic Administration,
College of the City of New York, N.Y. City.

New York Institute of Accountancy and Commerce,
(non-collegiate) New York City.

College of Commerce,
University of Buffalo, Buffalo, New York.

School of Economics, University of Pittsburgh,
University of Pittsburgh, Pittsburgh, Pa.

College of Commerce,
University of Colorado, Boulder, Col.

School of Commerce, Accounts and Finance,
University of Denver, Denver, Col.

College of Commerce,
Howard University, Washington, D. C. (colored)

- School of Commerce,
University of Georgia, Athens, Ga.
- College of Commerce and Finance,
James Milliken University, Decatur, Ill.
- School of Commerce,
State University of Iowa, Iowa City, Iowa.
- College of Business Administration,
University of Michigan, Ann Arbor, Mich.
- College of Commerce,
University of Detroit, Detroit, Mich.
- Pace Institute,
New York City. (non-collegiate)
- School of Commerce,
University of Oregon, Eugene, Oregon.
- College of Commerce,
Ohio Northern University, Ada, Ohio.
- Drexel Institute,
Philadelphia, Pa.
- College of Business,
Texas Christian University, Fort Worth, Texas.
- School of Commerce,
Washington and Lee University, Lexington, Va.
- School of Commerce,
Spokane University, Spokane, Wash.
- College of Business Administration,
Marquette University, Milwaukee, Wis.
- College of Commerce,
University of Wyoming, Laramie, Wyoming.
- School of Business,
University of Oklahoma, Norman, Okla.

College of Commerce and Journalism,
Ohio State University, Columbus, Ohio.

School of Commerce,
University of Washington, Seattle, Wash.

School of Commerce,
Ohio University, Athens, Ohio.

College of Commerce and Business Administration,
University of Southern California, Los Angeles, Cal.

Alexander Hamilton Institute,
Astor Place, New York City.

(London School of Economics, University of London,
University of London, London, England.)

Graduate Schools

Graduate School of Business Administration,
Harvard University, Cambridge, Mass.

Tuck School of Administration and Finance,
Dartmouth College, Hanover, New Hampshire.

Graduate School of Business Administration,
New York University, New York City.

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ABBEY AND HALL

ADJUSTERS - COLLECTORS - INVESTIGATORS

LOCAL & LONG DISTANCE
TELEPHONES DEARBORN 5436

79 WEST MONROE STREET

CHICAGO

11-2-26

Dallas School of Commerce,
Dallas,
Tex.

Gentlemen:

The party who has been preparing
our letters is no longer assoc-
iated with us and are unable to
furnish you with examples of same.

When your thesis is complete we
shall like to receive a copy of
same sending you our check in ad-
vance.

Yours truly,

ABBEY & HALL.

CH.1

By 



ABRAHAM & STRAUS INC.
BROOKLYN

November 13th, 1926.

Dear little Friend:

Next Tuesday, November 16th, is going to be a very special day at A & S for little girls and baby brothers, and you will want mother to bring you in early.

There will be hundreds of dainty little garments, and the loveliest new furniture, just your size, for the nursery--all at very special prices.

The big folks in your family will want to buy ever so many things, and you will have such a good time picking out the things you want.

So waken early on Tuesday morning and see if you can't get here ahead of the other little folks.

Sincerely,

Abraham & Straus, Inc.

MH

Baby Shop.

Addressograph

TRADE MARK
PRINTS FROM TYPE

*The Card Index that Addresses Itself on All Forms
Thru a Ribbon*

901 W. VAN BUREN ST. CHICAGO, ILLINOIS
FACTORIES: CHICAGO - BROOKLYN - LONDON
CABLE ADDRESSO

Dr. Robert Scott,
817 Plymouth St.,
Davenport, Iowa.

Sept. 8, 1926

Dear Dr. Scott:

The name, address, salutation and date of this letter were filled in with the RIBBON PRINT Addressograph, 15 times faster than it can be done by typewriter. Errors impossible!

No doubt, you will agree with John Howie Wright -- Editor of Postage Magazine -- that an actual typewritten "personal" letter brings the best results. Your salesmen call your prospects by name. So should your letters which are your printed representatives. Of course, all letters cannot be personally typed but form letters can be personalized -- as this one illustrates.

Mr. H. C. Lewis, President of the Coyne Electrical School at Chicago says: "After very extensive tests we have found that personalized 'filled-in' form letters out pull the conventional 'Dear Friend' letters at least three to one. It's results that count. That's why we believe in Addressograph-ed 'filled-in' letters."

Besides getting business for you, too, that pays for it many times over, the RIBBON PRINT Addressograph also prints names, addresses, or other data on tags, pay forms, envelopes and postal cards - heads up statements - addresses anything and everything 10 to 30 times faster than pen or typewriter! Errors impossible!

Can you afford to be without this short-cut to greater profits?

Yours very truly,
ADDRESSOGRAPH COMPANY.

James Melvin

Lang. for Men of Affairs

Rev. 1920 380

Yours very truly,
JAMES MELVIN



The Adolphus

825 ROOMS

OWNED AND OPERATED BY

THE DALLAS HOTEL COMPANY.

R. B. ELLIFRITZ, MANAGING DIRECTOR

Dallas, Texas

Jan. 2, 1926.

Mr. J. Wilbur Ard,
North Hall,
Dallas, Tex.

Dear Sir:-

Have you visited the Studio Room
of "WRR" in THE ADOLPHUS? If not - come.
You are very welcome.

Yours very truly,

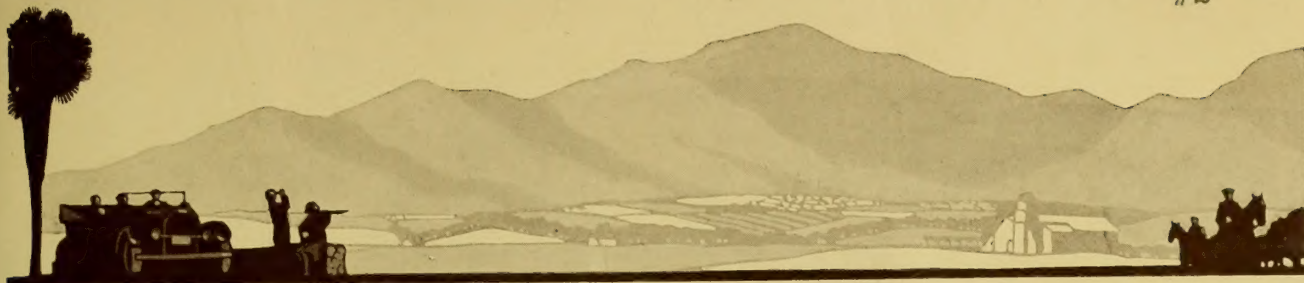
THE ADOLPHUS HOTEL.

Chapman
THE DANCING HALL COMPANY
NEW YORK

Ballroom
New York

Mr. J. H. ...
New York

Dear Sir,
I have the honor to acknowledge the receipt of your letter of the 10th inst. and in reply to inform you that the same has been forwarded to the proper authorities for their consideration.



ALL-YEAR CLUB OF SOUTHERN CALIFORNIA
CHAMBER OF COMMERCE BUILDING
LOS ANGELES, *California*

Within a few days after this letter comes to you, you will receive one of our booklets about Southern California, in accordance with your request. We count it a privilege to be of service to you, and we thank you for your interest in Southern California.

We who live here believe there is no place in all the world quite like Southern California. It offers a world of worth while things to do and see at every season of the year. At this time when you are planning to come here, you will find, we are sure, a real delight in the things that are in store for you. The booklet that is being sent gives rather a fair picture of it all, but there is much more that we hope you may find for yourself. Possibly you will have some questions after reading the booklet, and if so, we will be glad to answer them.

Will you kindly advise us of the arrival of our booklet? We will greatly appreciate the courtesy, because we would like to be sure you have the information you asked for. If we could be of other service to you, you have only to let us know. Meanwhile with all good wishes, and looking forward to welcoming you.

Yours cordially,

ALL-YEAR CLUB OF SOUTHERN CALIFORNIA

C. G. MILHAM
Executive Secretary

CGM-T

P. S. The other booklets requested are being sent direct by the counties you checked.

The All-Year Club of Southern California is an organization of representatives from several counties which is telling the nation through advertising the wonders which Southern California offers to all.



An All-Year Land Awaits You

A MILLION WORDS might be written about the climatic delightfulness and scenic attractiveness of Southern California, but they would not even begin to tell the facts as do the pictures shown here. For these illustrations enable you to see, first of all, *variety*; and they let you see that in the same view you find flowers and trees in leaf and in bloom, with snow-capped mountains in the background.

The fact is, that because of these mountains, summer and winter are only a few miles apart in Southern California. You play golf, tennis, roque, or some other outdoor sport in lovely valleys where green grass and gorgeous flowers are all about you; you motor for miles beside groves of oranges, lemons, and other sub-tropical fruits; you sail on the sunlit ocean or swim in sparkling surf or rest on a warm, sunny beach—and you look up at snow on the mountains, where you can have winter sports if you want them, *but only if you want* them. Mountains and sea temper Southern California's climate. This is why you find here warm, balmy days in winter, and delightful days, with cool nights, in

summer. Imagine this: The official U. S. Weather Bureau records show that in the chief city of this region the average year yields 350 days when the thermometer does not go below 40 degrees nor above 90 degrees. Less than a score of times in fifty years has the thermometer touched or gone below the freezing mark, while the lowest temperature ever recorded was only 26. And yet, on only one day in June, two in July, three in August, and three in September (average) does the thermometer touch or exceed 90 degrees.

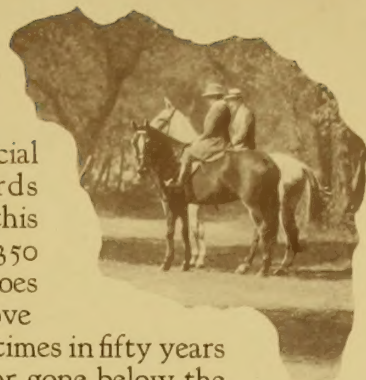
So we who live here speak of this as an *all-year* land. We mean by this that you do not have to consult the seasons in planning a trip here. If you come in summer, you can be assured of comfortable days with low humidity and nights so cool that you'll need a blanket nine nights out of ten. If you come in winter, you will live out-of-doors in a spring-like atmosphere, with days and days of clear, warm sunshine. And always, you'll enjoy Southern California.

Come and Play

With such a climate, one could have the best of vacations without particular amusements. Just to see this scenic wonderland, to know the satisfaction of its climate, is worth while. But Southern California is also one of the world's greatest amusement centers alike in winter and summer.

Beginning with January 1st, with the colorful Tournament of Roses and the annual East vs. West football classic, every day in the year provides pag-

eants, fairs, festivals, athletic contests, the best that the stage and screen offer—diversion, indeed, that suits every taste. And as for golf, tennis, lawn-bowling, roque, motoring, sailing, mountain-climbing, fishing—these are as delightful here on January first as they are on July first. You owe it to yourself to come to Southern California and learn of these things at first hand. Your first visit will give you the urge which will bring you back again and again.



Come to Southern California for the Rest of Your Life

IT is becoming more and more unnecessary to urge the need of a good vacation every year for busy men and women. But it is a question to know just where to go. See what Southern California offers you. Each of its counties—Imperial, Los Angeles, Orange, Riverside, Santa Barbara, San Bernardino, San Diego and Ventura—provides a variety of delights for a day or for a year.

Here you will find in addition to myriad amusements, beautiful homes—thriving municipalities, modern in every way—soft, refreshing greenness the year around—fertility of soil—and thousands of hospitable people, in love with living and thriving on the abundance of Nature's gifts.


For the investor or manufacturer, there are notable opportunities. The cheapest hydro-electric power in America, nearby raw materials, climatic conditions that reduce overhead costs appreciably—these are but a few of the advantages offered industry here. A vacation trip will permit you to see for yourself.

Southern California invites you to enjoy her wonders. Come now before you waste any more of these glorious days we are having.

Your local railroad ticket agents will give you full information on routes, trains, special rates and other things which you desire to know.

*Address the Chamber of Commerce
of any of the counties named for particular information
regarding that county.*





AMERICAN COLORTYPE COMPANY

ART AND COMMERCIAL COLOR PRINTING

WORKS: CHICAGO • NEW YORK • NEWARK

1151 ROSCOE ST • CHICAGO • ILL

September 26, 1923.

Gentlemen:

Your request for "Color Magic" was an indication of interest which was most pleasing to us.

That this book, and other American Colortype specimens, contained convincing evidence of our ability to produce color process work of the highest quality is, of course, our sincerest hope.

More than likely you now have something under consideration, in the production of which we could be of special service.

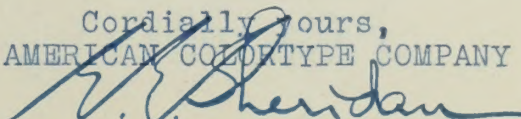
If so, won't you please tell us of your particular problem -- just what you are most anxious to accomplish -- and let us give you the benefit of our experience in helping you find a profitable solution?

Whether or not you feel the immediate need for American Colortype service, we would thank you to return the enclosed card, sending us separately some samples of your most recent advertising. In all likelihood we can offer constructive suggestions which you can keep in mind in getting out your next piece of advertising.

Please feel free to call on our Advertiser's Service Department at any time, and remember that the American Colortype man is not only willing but anxious to give your requirements the close personal attention which they deserve.

Returning the card, or requesting the salesman to call, places you under no obligation so please let us hear from you today.

Cordially yours,
AMERICAN COLORTYPE COMPANY



Vice President
In Charge of Sales

EES:LK

Doubling the Productive Time of



Q The superior power of color is so universally recognized and accepted among nationally known advertisers that few have taken the time to ascertain the exact relative pulling power of color as compared to black and white.

"We Continue to Use Color Because We Have Learned from Experience That It Pays"

THE ABOVE OPINION, which is held by scores of sales and advertising managers, is further substantiated by the following expressions:

The sale of Beech-Nut Pure Foods and Confections increased 300% since employing color, as compared with a similar preceding period when most of their advertising was in black and white.

MR. S. VAN WIE, Adv. Mgr. writes, "This growth cannot, of course, be attributed entirely to color advertising, but there is no doubt in our minds concerning the tremendous help we have received from full color illustrations."

THE CORTICELLI SILK COMPANY states, "In direct mail advertising we are thorough believers in the power of color since it is impossible to do justice to beautiful silks in black and white."

THE JOSEPH CAMPBELL COMPANY, manufacturers of Campbell's Soups, contribute the following: "We have unquestionably formed a very definite opinion as to the value of color. We would not continue its use if we did not think it was worth the money which it costs."

THE GUNDLACH ADVERTISING COMPANY reports, "We have known color to be worth 2½ to 3 times as much as the same space in black and white. This is based not on general theories but on actual tests covering hundreds of thousands of consumer replies."

THE MANUFACTURERS of Fels-Naptha Soap say, "The fact that we are using color would of itself indicate our belief in the value of color in advertising."

VALENTINE & COMPANY, manufacturers of Varnishes, writes, "Of course we are thoroughly sold on the use of color as is evidenced by the fact that we are employing it in our magazine advertising as well as in our direct matter."

THE NARROW FABRIC COMPANY, manufacturers of Nufashond, tells us, "We are thoroughly convinced that color makes a much deeper and more lasting impression upon jobber, retailer and consumer than does black and white. We have found that color has brought substantially more inquiries under like conditions."

THE STANDARD SANITARY MFG. CO., manufacturers of Standard Plumbing Fixtures, says, "We believe in color and are using it more extensively than last year."

THE MUNSINGWEAR CORPORATION states, "The fact that we have used color very largely in our advertising is good evidence of our belief that color attracts more attention and creates stronger impressions than does advertising in black and white."

THE A. W. SHAW COMPANY, publishers of System Magazine, reports that an Adding Machine Manufacturer, using space in their publication received at least 4 times the number of inquiries

from a color cover than he had previously secured from System advertisements in black and white.

MR. W. J. DAILY, Advertising Manager of The Electric Vacuum Cleaner Company, manufacturers of The Premier, states, "From my experience I believe that color is about 100% more effective than black and white."

THE MANUFACTURER of a well known brand of Gelatine, writes, "We are firm believers in color advertising because Gelatine is a product which lends itself so beautifully to color illustration and we use a great deal of it in our recipe books and insert slips."

Many other illustrations of the pulling power of color could be cited. An Office Appliance Manufacturer, for example, increased returns 179.5%; a Thermometer Manufacturer got twice as many replies to his catalog; an Iowa Seed Grower increased sales 9 to 1; Mail Order Houses have increased cash sales as high as 15 to 1 and a Shoe Manufacturer writes, "We intend that our advertising in the future shall be confined to colors."

AND THE American Colortype Campaign, of which this letter forms a part, has conclusively demonstrated the power of color. Within the first nine months we were able to trace over \$100,000 worth of new business to the circularizing which was also instrumental in adding over 50 valuable new customers to our books.

smen Might Mean Doubling Your Annual Gross Sales

—Really Easier to Accomplish Than You Think

NOT MORE than 15% of the average salesman's time is spent in productive work as a salesman, according to a report of a special committee based on a two-year survey of sales management. The report was made by the Chairman, Willard E. Freeland, of the Winchester Repeating Arms Company, and discussed at an Eastern convention by Henry S. Dennison of the Dennison Manufacturing Co.

Time study men accompanying the salesman found that about 10% of his time was spent in clerical work, 75% in traveling and waiting, and only 15% in actual selling. *The conclusion was that to increase the productive time of the salesman by 15% would double his selling capacity.*

* * *

The most economical and effective way to increase the selling capacity of your salemen is by supplementing their visits with direct advertising.

And color, as you will notice from the results summarized at the left is the magic power which gives direct advertising real resistance-shattering force.

Send for "COLOR MAGIC"

—Now in its Second Edition

THE ELASTIC application of American Colortype service in the production of direct and display advertising for aiding salesmen is interestingly presented in "Color Magic" which contains 43 beautiful full color illustrations used by nationally known concerns in increasing profits. Ask for your copy today for the book is gladly mailed without obligation to executives who check the enclosed card or make request on business stationery.

Make American Colortype advertising do all the missionary work. Then your salesman need spend none of his valuable time explaining the position, integrity and high standing of the company he represents.

Make American Colortype advertising do all the educational work. Then the prospect need take none of the salesman's valuable time asking about form, color, pattern and texture.

Let your salesman concentrate on getting action—closing orders. Make it easier for him to see a greater number of prospects each day, week or month. Lessen the time he now consumes explaining selling features and arguing his case. This will add materially to his productive hours thereby greatly increasing his selling capacity.

Whether this increase will be 5, 15, 50 per cent or more will of course depend upon the particular problems inherent in your business. *But seriously consider the fact stated above—that to increase the productive time of salesmen only 15% will double their selling capacity.*



(Spectrum Letterhead of American Colortype Company)

Gentlemen:

Do you remember that little red box of Christmas seals and tags sent you just before the holidays?

It certainly created a furore! Letters from high up executives, among them scores of presidents, were received in every mail, congratulating us on the novel idea. Frankly we were little less than dumbfounded at the incalculable "goodwill" built up by this seasonal gift package.

"Why keep such a good thing to yourselves? Why not permit us to use this original idea in our business?" asked several recipients.

"No objection whatever", is our reply. So we are now pleased to extend to you, and to a selected list, the privilege of making use of this distinctive Christmas Gift Box. The offer quite naturally can be accepted by only one concern in a particular industry so the company which acts quickly will gain a distinct advantage.

All you need to do now is to turn to your secretary and dictate a short note asking for a 30 day option and telling us what quantity you will need to cover your mailing list.

Cordially yours,
AMERICAN COLORTYPE COMPANY

Vice President
In Charge of Sales.

P.S. We propose to work out a Special Club deal which will reduce manufacturing costs in proportion to the number of acceptances received -- so it is to your advantage to write us today.

* *Read these extracts from a Few*

Heartiest Congratulations

"In last night's mail we received your Christmas Package, and wish to congratulate you most heartily on the novelty of your idea and its acceptableness."

—From the Manager of a Malleable Iron Works

Exceedingly Clever

"I don't know who had the happy think but the idea of the Christmas seals is exceedingly clever, and I can't help writing you and telling you so. It is too bad that more of us so-called advertising men can't hit on equally clever ideas."

—From an Account Executive in an Advertising Agency

Got Under His Skin

"Only a few times in the busy working days of my life am I forced to sit up and acknowledge that somebody has 'got under my skin.' If other folks feel as I do, your out-of-the-ordinary Christmas Remembrance of seals and tags will give you a stronger hold on their good-will."

—From the President of a Musical Instrument Manufacturing Concern

Got Over With Him

"This acknowledgement is a little late but it indicates that I have not forgotten the holiday package which you sent out. You are certainly to be complimented on this and I want you to know that it got over with me. It was not only timely but one of those things that seem to be just right in every way."

—From the President of an Electrical Concern

Something All Appreciate

"Please accept my thanks for the box of Season's Greetings. I want to compliment you on the clever idea—it is something different from anything we have had in the past and something that everybody will appreciate."

—From the General Sales Manager of a Farm Implement Company

Your Box Excels

"A great deal of advertising literature and many holiday greetings came to the writer's desk. But of all that have ever been presented we believe your Christmas Package to excel."

—From the Superintendent of a General Manufacturer

More Congratulations

"Permit us to congratulate you on the Christmas Package, for it is a most timely and attractive greeting. The stickers are absolutely different from anything that I have seen in the open market, and certainly you have demonstrated some of your original ideas in the preparation of them."

—From the Sales Manager of a Motor Accessory Manufacturer

Stands Out From Crowd

"Out of the multitude of cards and holiday remembrances which have come to my desk your gift stands out as the most novel and appreciated."

—From the General Manager of a Trunk Manufacturer

Just Hits the Spot

"You certainly do know 'folks' and their 'leventh hour' Christmas problems, don't you? Could anything hit the spot like that little red box of Christmas Package Dressings, 'to decorate the gifts to loved ones'?"

—From the Manager of a Service Company

Very Attractive

"This is in acknowledgment of your box containing Christmas package dressings. No doubt they will come the last-minute need of seals and tags. The and tags are very attractive and up to your usual standard of high grade work, of which we have seen samples heretofore."

—From the Assistant Secretary of a Stove Manufacturer

Splendid Idea

"Thank you very much for the little box that you sent yesterday. It is not only a nice compliment you have paid us in thus remembering the Advertising Department but the contents of the box and the idea behind it all are splendid."

—From the Advertising Department of a large Tire Manufacturer

A Very Clever Plan

"We wish to thank you very kindly for the little box of stickers which you sent us. This is certainly a very clever idea."

—From an Executive in a Packing Company

Anticipates Man's Weakness

"I wish to express my thanks for the box of Christmas seals, which you have so kindly sent me. Evidently, you people know the shortcomings of men. At least it has always been my failing to wait until the night before Christmas to do the tissue paper and baby ribbon and then it is the usual mad rush to the nearest drug store to pick up some seals."

—From an Executive in a Garment Manufacturing Concern

Will Play Role of "Life-Saver"

"In our last mail we received the box of Christmas tags and Seals, which we are sure will play the role of life-saver at the eleventh hour, and we think the idea of sending this out is a very clever one."

—From the Manager of a Paint Company

A Year 'Round Reminder

"We are indebted to you for the nice assortment of Christmas seals and tags. It is appreciated very much and will bring you good folks to our minds during the coming year."

—From an Executive in a Milling Company

Greatest Appreciation

"Your little box of Christmas Stickers, which was received today, is as it has always been in the past, received with the greatest appreciation. Personally, I think this is one of the best pieces of souvenir advertising that has ever come to our office and you are to be congratulated upon this idea."

—From the Advertising Manager of a Tractor Manufacturer

f the Letters Picked at Random!

Want A Second Box

"May we ask you if you will be kind enough to forward one more Christmas box on account of your nice little calendar which we desire for the writer's desk, and also on account of the nice little cards which we can use here in the house for employees."

—From the President of a Wholesale Drug Company

Outstanding Novelty

"Your Christmas box is an outstanding novelty bearing a very good impression."

—From the Advertising Manager of a large Rubber Manufacturer

Serve A Very Good Purpose

"The little box of Christmas Seals came to hand and as you say, 'even in the best regulated families there are last minute things to do.' These seals served a very good purpose, some of them going even on the packages sent out by the wife of the President of our Company."

—From the Advertising Manager of a Sewing Machine Manufacturer

Timely and Appreciated

"We are just in receipt of your box of Christmas cards and labels, which are timely and much appreciated. They are certainly beautiful and do honor to your good company."

—From the Vice-President of a Publishing House

100% Effective

"From an advertising viewpoint I think that your holiday package is 100%. I can't think of anything received at my desk in recent years that has made such a favorable impression, because it advertises your business and is distinctly different in its application. Our Vice-President thinks it is 'quality advertising' from a 'quality house'."

—From the Manager of a Furniture Company

Clever

"Clever is the only word that adequately describes your special Christmas Package. You may rest assured that the calendar, blotters, and Christmas seals will be put to excellent use."

—From an Executive of a Motor Car Manufacturer

The Best Yet

"Of all the advertising novelties and Christmas Greetings received so far, your little package certainly is the best yet."

—From the Manager of a large Nursery House

Congratulations

"Your very attractive Holiday Greeting is one of the best advertising ideas we have seen in a long time, and we wish to offer our congratulations."

—From an Executive in a Personal Service Organization

Another Bouquet

"The little Christmas Package that you sent out is one of the most interesting things of its sort that has ever come to my desk, and I wanted to write this letter and tell you so."

—From an Account Executive in an Advertising Agency

Makes Lasting Impression

"Better late than never, so here I come limping along with a belated but none the less sincere expression of appreciation for the little box of Christmas package seals which you so kindly sent me."

"I want to assure your good house that your kindness and courtesy made a very lasting impression on me and if it ever comes my way to have any influence in directing business your way, you may rest assured that it will be a pleasure to even go out of my way to do so."

—From the Advertising Manager of an Oil Company

Congratulate You Heartily

"That your little gift of seals and tags will act in the capacity of many a 'life-saver' is certainly not doubted by us, and neither is it doubted but that this is one of the most original and most clever ideas we have ever seen, and we congratulate you very heartily."

—From the Manager of a Sash and Door Company

Most Useful and Acceptable

"Your Christmas seals are most useful, appreciated and acceptable, to say nothing of their beauty and uniqueness of design, and I can assure you they will be made use of in decorating packages."

—From the Sales Manager of a Biscuit Company

Nothing So Practical

"We wish to congratulate you upon the originality in the little package of Christmas seals and tags with greetings for the season. We, of course, received a variety of cards, calendars and other forms of remembrances of the season, but we have not seen anything this year which is as practical and well got up as your box of seals."

—From the Advertising Manager of a Farm Implement Concern

Comes In Handy

"I have just received your box of seals, tags, small calendar, etc., which I can assure you comes in handy at this time. I recall the box you sent me last year as having been a life-saver. Please accept thanks."

—From a Railroad Executive

Makes Business More Attractive

"Your little Christmas package, containing an assortment of Christmas tags, seals, blotters and calendar, arrived at a very opportune moment and was very much appreciated by myself and my 'better 90%'."

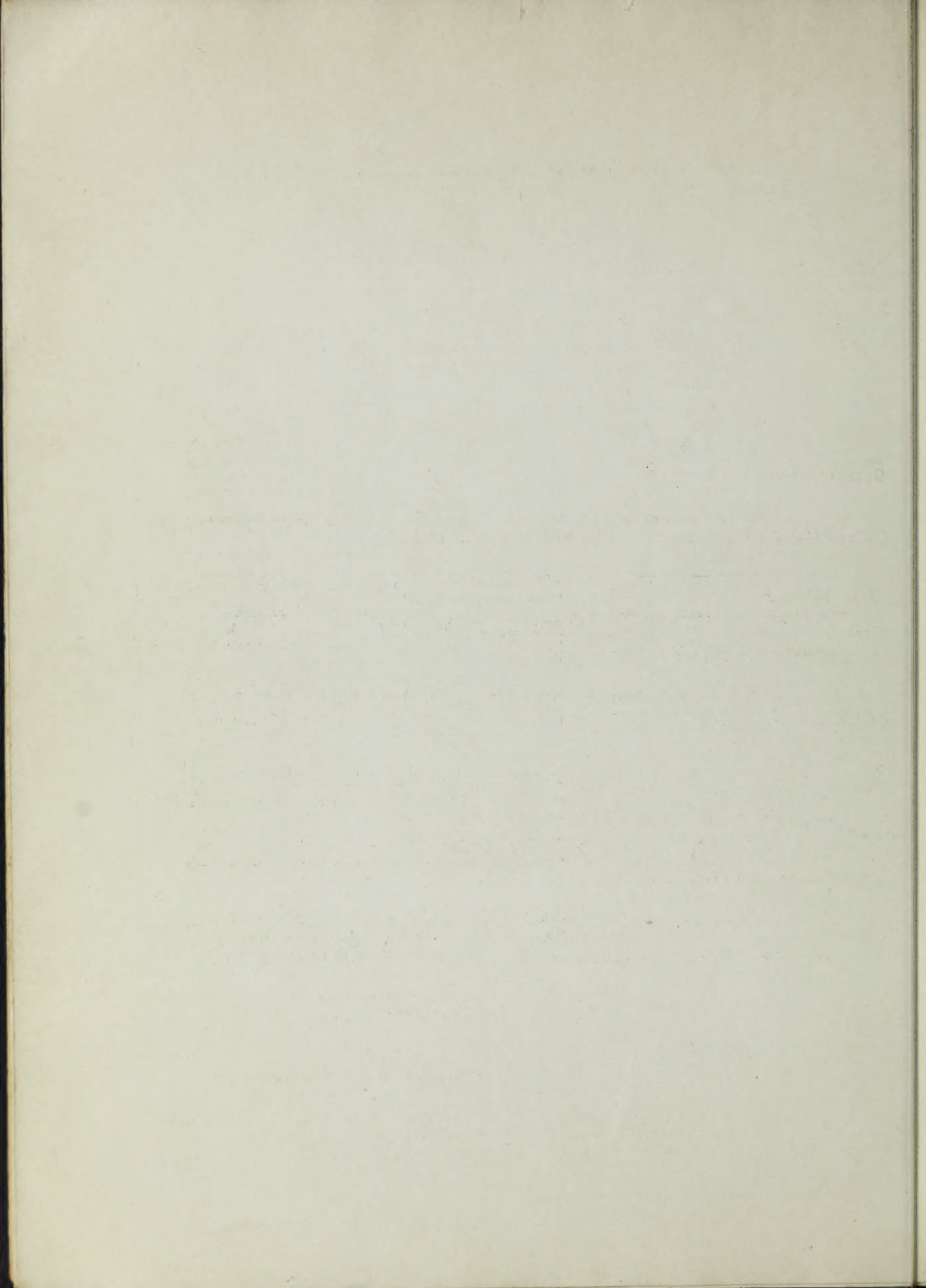
"Mrs. Olsen already has the calendar hanging in her kitchen, and has put the tags and stickers to good use. 'Little acts of thoughtfulness of this sort do a good deal toward making a business more attractive, and I certainly appreciate your courtesy in this case.'"

—From the Manager of an Advertising Service

Remembered for Year

"The seals and tags were very much appreciated by the Mrs. and the Miss in one of our best regulated families, who asked me to convey their thanks for same. Also for the same sort of a remembrance last year, which I, most likely, failed to acknowledge at that time."

—From the President of an Advertising Agency



American Fire & Marine Insurance Co.

SEALY HUTCHINGS,
PRESIDENT
J. F. SEINSHEIMER,
VICE-PRES.
H. ECONOMIDY,
TREAS.

W. S. CUNNINGHAM, VICE PRESIDENT AND MANAGING UNDERWRITER

GEO. SEALY,
VICE-PRES.
S. E. KEMPNER,
VICE-PRES.
C. S. KUHN,
SECY

GALVESTON, TEXAS,



H. I. MAXSON, AGENT
1514 Santa Fe Bldg.
Dallas, Texas

RE-

We beg to hand you the above mentioned Automobile policy and wish to call your attention to the endorsement which is attached. We have written the maximum Insurance permitted on the cost of the car including equipment and this amount is automatically reduced at the rate of 2% each month which eliminates many adjustment difficulties and prevents your sustaining a heavy loss if during the first few months of the policy your automobile is burned or stolen.

Should there be anything in regard to same which is not entirely clear to you, kindly phone our office and we will be glad to send a representative to explain same fully.

Assuring you of our appreciation of your business, we are,

Yours very truly,

HARRY I. MAXSON, Agent,

By,

American Fire & Marine Insurance Co.

NEW YORK
CHICAGO
SAN FRANCISCO
LOS ANGELES
HONOLULU
PORTLAND
SEASIDE
SAN PEDRO
LOS ANGELES
SAN FRANCISCO
NEW YORK

AT A CONFERENCE, VICE PRESIDENT AND MANAGING DIRECTOR

GASTON, TEXAS

NEW YORK
CHICAGO
SAN FRANCISCO
LOS ANGELES
HONOLULU
PORTLAND
SEASIDE
SAN PEDRO
LOS ANGELES
SAN FRANCISCO
NEW YORK

H. J. MAXSON, AGENT
1111 NORTH 10th St.
Dallas, Texas

RE-

We beg to hand you the above mentioned
Automobile policy and wish to call your attention
to the endorsement which is attached. We have
written the maximum insurance permitted on the cost
of the car including equipment and this amount is
automatically reduced at the rate of \$5 each month
which eliminates many adjustment difficulties and
prevents your sustaining a heavy loss if during the
first few months of the policy your automobile is
burned or stolen.

Should there be anything in regard to
same which is not entirely clear to you, kindly
phone our office and we will be glad to send a rep-
resentative to explain same fully.

Assuring you of our appreciation of your
business, we are,

Yours very truly,

HARRY J. MAXSON, Agent

By,



VENUS
PERFECT PENCILS
THE LARGEST
SELLING
QUALITY PENCILS
IN THE WORLD
17 BLACK DEGREES
6B SOFTEST TO
9H HARDEST
AND 3 COPYING

American Lead Pencil Co.

220 FIFTH AVENUE
CORNER 26th STREET
NEW YORK

London Offices & Factory
173 & 175 Lower Clapton Road
E. 5.

Cable Address
VENUS
New York

Principal Factories
Hoboken, N. J.
London, Eng.

MANUFACTURERS OF
PENCILS
PENHOLDERS
ERASERS
COMPASSES
RUBBER BANDS
NOVELTIES
ETC.

Dear Sir:

Enclosed is sample of the well-known, nationally advertised

Blue Band VELVET PENCIL

This old reliable pencil — supreme in its class — has an enviable place for both commercial and school work.

The lead is as smooth as velvet and yet very long lasting; the handsome walnut finished wood sharpens easily; the fine quality pink rubber erases without discoloring the paper; — far and away the greatest value in its class.

Made in five grades as follows:

- | | | |
|---------------|---|--|
| No. 556-1 | - | Soft |
| No. 557-2 | - | Medium |
| No. 557-2 2/3 | - | (Harder than No. 557
softer than No. 558) |
| No. 558-3 | - | Medium Hard |
| No. 561-4 | - | Hard |

Price — 60c. per dozen.

The Blue Band VELVET is used by millions, and is the best medium priced pencil made. All dealers carry the VELVET, but should you have difficulty in procuring it, send us the amount, and we will see that you are supplied without inconvenience.

At any rate the card herewith is good for another sample.

Very truly yours,

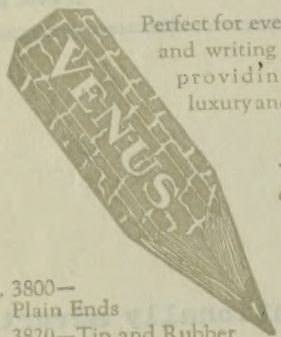
AMERICAN LEAD PENCIL COMPANY
Makers of the famous VENUS PENCILS

DM:GK

Leading Products of American Lead Pencil Co.

VENUS PENCILS

The largest selling *Quality* pencil in the world



Perfect for every drawing and writing purpose—providing pencil luxury and economy.

17
• black
degrees

No. 3800—
Plain Ends
No. 3820—Tip and Rubber

for Stenographers

VENUS
PENCIL
No. 3822

Two Ready Points
and a Metal Point Protector
Soft, smooth, long lasting lead.
Ideal for shorthand.



VENUS Copying Pencils

Unequalled for silky smoothness and durability of the lead. Write black and copy an indelible purple.

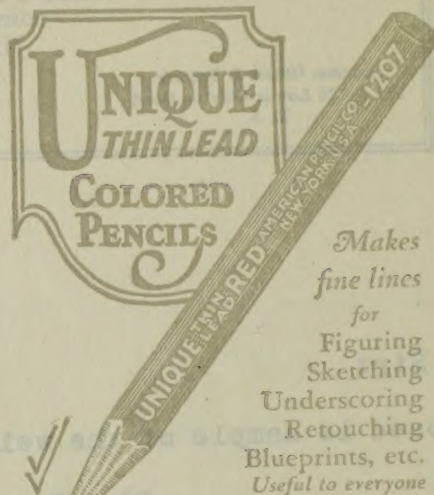
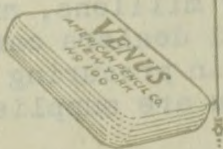
No. 165—Medium
No. 168—Hard

and 20 other styles.

VENUS ERASERS

The first Eraser of its kind made in America and still the best.

12 sizes for Pencil erasure,
1 size for Ink.



Makes
fine lines
for
Figuring
Sketching
Underscoring
Retouching
Blueprints, etc.
Useful to everyone

Blue 1206	Purple 1210	White 1215
Red 1207	Brown 1212	Light Blue 1216
Green 1208	Black 1213	Pink 1217
Yellow 1209	Orange 1214	Light Green 1218



Blue Barvel **VELVET** PENCILS

The most satisfactory medium priced pencil for general use.

Soft, smooth, durable lead.

No. 556-1 Soft
No. 557-2 Medium
No. 558-3 Med. Hard
No. 561-4 Hard
No. 557-3 Firm



VENUS THIN LEADS

For all metal pencils

The same marvelous quality of lead that has made VENUS the world's most famous pencil.

7 degrees
BB-B-HB-F-H-2H-4H

Samples of any of the above products to executives or purchasing agents on request

Trade marks registered in U. S. A. and foreign countries.

#1
✓
AMERICAN RADIATOR COMPANY

1807 ELMWOOD AVENUE
BUFFALO, N.Y.

December 3rd, 1926.

Miss Marion G. Fottler, Head,
Dept. Secretarial Training,
Dallas School of Commerce,
Dallas, Tex.

Dear Madam:-

We are pleased to attach hereto
copies of several letters used by us, which we hope will
be of assistance in your work.

This is in answer to yours of
November 29th.

Assuring you we are glad to be
of service, we are,

Very truly yours,

AMERICAN RADIATOR COMPANY

B. J. Stall

BFS:DZ

American Sales Book Company

Sales Books and Wix Autographic Registers with LATENT

Executive Office

Elmhurst, N.Y. July 21, 1928

Dear Sir:

I am pleased to respond to your letter of the 17th inst. and to the
fact that you are interested in the Wix Autographic Register.

You are a Manufacturer, and have many, many Sales
Books and the "Wix Autographic" forms to collect and summarize
operations and accounting records, and of course the sales
many of the same items appear.

Wix also the "Wix Autographic" forms, if you desire, is
available to every factory requiring them for the record of
one writing. It gives you a complete record, and
more reliable.

For you Manufacturer who want the best record possible,
and record speed as well as efficiency, let us tell you more
about Wix.

Here are a few of the additional features Wix offers:

you:

1. There is only one "Wix Autographic" in a book, no matter
how many copies are required.

2. Wix can be loaded for use in one-half minute.

3. A complete copy automatically returns in the
front compartment in one moment only. It is
big and folded and conveniently handled. No
lost slips - you can slip and be certain to be
ready and quickly as loading the pages of a book.

Will you look for our name in the telephone book for
the local representative, or send the Wix Autographic Register
to me.

Yours very truly,

AMERICAN SALES BOOK COMPANY, INC.

American School

Chicago, U.S.A.

DEPARTMENTS
ARCHITECTURE
AUTOMOBILE
CIVIL
COMMERCIAL
DRAFTING
ELECTRICAL
EMPLOYMENT MGT.
FIRE INSURANCE

CHARTERED AS AN EDUCATIONAL INSTITUTION IN 1897

DEPARTMENTS
FOREMANSHIP
HIGH SCHOOL
LAW
MECHANICAL
SANITARY
STEAM
WESTERN UNION
TELEGRAPH

"SAME OLD THING," SAYS JIM

When I went back to the little old home town in New York for Christmas, the first familiar face was Jim Barker's. You can imagine how glad we were to see each other, if you grew up with a fellow, went to the same grade school with him, graduated with him, and considered him about as much a part of "home" as your own folks.

"Hear you're holding down a big school job," said Jim.

"Oh, I'm doing all right," I said; "but how about you?"

"Same old thing," says Jim. -- "Can't make up my mind to go into anything else." Jim drives a milk wagon for his uncle.

Well, if Jim carried a hod, or dug ditches, it would be the same to me. I'm no high brow. The only thing I have against the milk wagon is, it's no job for an ambitious fellow. Here Jim and I started even; and measured by money, I'm making as much in a day as he does in a week. Measured any way you please, my work training men for big-pay jobs probably has it all over the milk wagon. Put it another way, I wouldn't trade jobs with Jim, and he would with me -- if he could. And then he couldn't hold it.

Christmas afternoon I had a chance to have a heart to heart talk with my old friend Jim Barker.

"Jim," I said, "tell me honestly -- are you satisfied? Are you satisfied with yourself -- are you satisfied with your job -- are you satisfied with your pay -- are you satisfied with your future -- are you satisfied with what you are making of your life?"

"No," says Jim, "I can't say that I am."

"Well, why don't you do something about it?" I said. "You and I started even, if any two fellows ever did. My folks had no more money than yours. I had to work my way through high school, and I had to work my way through the university and send money home, besides. You went right to work after grade school, and you've only gone up from \$6 a week to \$28 a week in fourteen years. You're just about 'low man' of our whole bunch, and I've often wondered why." Jim said he didn't know -- he figured he never had any chance, never had any luck.

When you like a fellow as much as I do Jim, you want to do something for him. I knew chance and luck had nothing to do with it. I knew chance --

meaning opportunity -- comes often (not once) to the TRAINED man. I knew trained men were "LUCKY" and fellows like Jim weren't. And so I wondered and thought what it was that held Jim down. Then it struck me like a flash, what he said when I met him: "Same old thing -- can't make up my mind."

There was the whole trouble, I was sure. Jim stayed "put" -- on the milk wagon. He couldn't make up his mind what to prepare for. He couldn't make up his mind to make a single move except getting up in the morning at three-thirty, and peddling his milk. He couldn't decide anything.

Say to him, "Jim, what you going to do Sunday afternoon?" and he would answer, "Oh, I dunno. Anything that comes along!"

Say to him, "Jim, old Jones wants to sell his two Ford taxis. He will sell cheap and give you time to pay. He made \$50, \$60 a week taxi-ing and expressing. Here's a fine chance for you to get into business. You can swing it all right. But you've got to move quick. Fellow from over at Maysville is after him hot and heavy." And Jim would answer, "Well, looks like a good thing, but I can't make up my mind" -- and let it slide.

Now, I ask you, what are you going to do with a fellow like that? Jim's not lazy -- he hasn't missed a day's work in ten years. And don't laugh -- he's really ambitious. I know, the way fellows who grow up together do know. The more I thought of it, the more I saw his whole trouble was that one little thing -- the inability to decide, to act. What can you do with a fellow like THAT?

When a fellow's married, his wife can MAKE him make up his mind. Sometimes it's a mother, or a sister, or a sweetheart, or even a male relative, that can PUSH him into action and decision. I saw that it was up to me to do the dirty work for Jim -- to wake him up -- to razz him into making something more of himself than a milk man. So here is what I told him:

"Jim, I'm no smarter than you. I have a high school and university education because I wanted them badly enough to work for them. The only difference between you and me is, that I figured and planned and schemed to get ahead and then I decided and acted.

"You've hoped and wished to get ahead, but you never made up your mind to do anything. Now I'll tell you this, Jim. It's better to decide and act and FAIL than to stand still as you have done. Because after each failure you will have more experience, more will power, more determination.

"If you had bought old Jones out three years ago, you probably would be well fixed today. But suppose you tried it and didn't make a go of it? -- Why, try something else. Really, Jim, you haven't anything to lose.

"Now, I'm going to give you the kind of a chance an old jellyfish like you needs. I'm going to feed you some liquid backbone out of a milk

bottle. I'm going to take you on a personally conducted tour to SUCCESSVILLE. I'm going to make a man of you. I'm going to train you. I'll do two-thirds of the job and you are going to do one-third.

"You need someone to lean on, someone to lead you. Let me be that fellow. Trouble with you is, the law says you're over twenty-one, free and white; and you use your manhood and your freedom and your privileges to STAND STILL. So from now on, I don't ask you, 'Can you do a thing?' -- instead I'm going to tell you, 'You've got to do it!' I'll take all the responsibility.

"I can't change the law, Jim -- so, if you'll let me, I'm going to change you. And I don't want much help from you, either. You're going to be an EXPERT, Jim -- an Expert in the kind of work or business you've always wanted to get into -- if you could just get started. I'm going to give you all the training you need to get into the big-pay class in that line and guarantee you a job and a 50% raise or your money back! My catalog tells all about it. Here's a copy -- read it after I leave.

"Now I want you to promise to average one hour a day on my training. -- Give me \$5, Jim. Thanks! Here, sign the application on the back of this Free Tuition Scholarship. Now, here's your program:

1. Today, you enroll for my training. You are making \$28 a week.
2. Day after tomorrow, your first batch of lessons will reach you.
3. In a week or so, when you realize how quickly and easily you are learning, you'll be kicking yourself for not trying out this method before.
4. In about 6 months, maybe sooner, you'll be far enough along to take on some jobs in your new line and begin to make some extra money. I'll help you find those jobs, Jim.
5. By the time I get here for next Christmas, I'll expect you to be at least half way through with your course; and when you are through --
6. Then I'll make good my guarantee to find you a job at 50% more than you are getting now -- that will be \$42 a week. Otherwise, I'll refund your money.
7. That, Jim, is not the finish -- it's only the beginning. With that start and my training I expect you to become a \$4,000 to \$10,000 a year Expert within the next few years.

"Don't ever, ever say, 'I can't make up my mind.' Make up your mind, Jim, even if you make it up wrong. You can correct mistakes, Jim, but you can't correct INACTION and INDECISION. So don't be afraid of making mistakes. Make them and profit by them.

"When you get up in the morning, Jim, say to yourself, 'Today I'm going to climb a few steps closer to being an Expert.' Every time you deliver a bottle of milk say, 'A year from today I am going to be an Expert.' Every evening say, 'Now one hour for Expert training.'"

Jim promised; and so far he has kept up his end. So when I see Jim next Christmas, there's going to be a different story to tell.

ARE YOU LIKE JIM BARKER?

Now, my friend, do you find it hard to make up your mind? Are you standing still because you will not -- or cannot -- ACT?

Then I want to do for you what I have done for Jim Barker. I will help you, just as I have helped my old friend -- with me every student is a personal friend. I will go the limit for you, just as I did for Jim. You don't have to go it alone for one minute -- take my training, and the responsibility for your going through with it, for succeeding as an Expert in the line you like best -- becomes mine.

Enclosed are a Free Tuition Scholarship, a booklet explaining it, and a folder telling all about our Guarantee of a job and a 50% raise. Bulletin will be sent on request.

The Scholarship entitles you to free tuition which makes your course cost about 40% less than the regular price. This Free Tuition Scholarship offer is about to be withdrawn, so this is your LAST CHANCE to save 40% on your course by accepting it. The Scholarship must be used within 30 days from date -- otherwise it is automatically cancelled.

The Job and Raise Guarantee covers any of the thirteen courses listed in the folder. As soon as we receive your enrollment on the Scholarship basis, we will mail you our Guarantee Certificate bond -- like that pictured on the folder, but 8 by 10½ inches in size -- made out to you personally for the course for which you enroll.

Fill out the acceptance blank on the Scholarship. Send me \$5. Put the heavy end of the load on me. Keep this thought in mind every day: that at the end of your training there is an Expert's job at 50% more pay waiting for you. This I guarantee. If I fail, I will return every cent of your money.

With your enrollment, send me a personal letter, telling me about yourself, asking me any questions that trouble you. I am willing and glad and anxious to do everything for you I can, to make your training easy, to make you an Expert in the quickest possible time, to make you a SUCCESS.

Cordially yours,

O. C. Miller
Director Extension Work



AMERICAN WRITING PAPER COMPANY

MAKERS OF "EAGLE-A" PAPERS

HOLYOKE, MASS.

September 29, 1926

The enclosed EAGLE-A BUSINESS PAPERS advertisement in the Saturday Evening Post of October 9th suggests another letter on the subject of Paper from Mr. Printer to his customers and prospective customers, as given below.

Yours very truly,
AMERICAN WRITING PAPER COMPANY
Department of Sales Promotion.

The Letter

How is your sales message clothed?

The world is so constructed that a man might utter the wisdom of the ages with the veracity of a Washington, but let a knee peep thru his trousers and he is apt to be doubted - due to a poor impression.

The business world is so constructed that a concern might offer an exceptional service or product with all sincerity in a readable letter, couched in perfect language, - but let a flabby, seedy sheet of paper peep between poorly printed lines of type and the message is apt to miss the attention it deserves - due to a poor impression.

There is little judgment in carefully setting every detail to beckon sales, only to overlook the importance of making a good impression thru the medium of a clean-cut, substantial-looking letter.

No business man can afford to take chances with the quality of his company's stationery, especially where sales are concerned.

If you entertain even slight misgivings about the correctness of yours, it will pay to give the matter early attention. Our experience in designing and producing correct business stationery is entirely at your disposal.

P40

The
right
paper
for the
purpose



AMERICAN WRITING PAPER COMPANY

MAKERS OF "EAGLE-A" PAPERS

HOLYOKE, MASS.

October 29, 1925.

A BOND PAPER WITH A WORLD-WIDE REPUTATION

We are much pleased to present to you with this letter an unusual specimen book on Eagle-A Coupon Bond.

It is both a sample book and a specimen book, and shows lithography, letter-press printing and die-stamping.

We are actually enclosing two books, which are identical, except that the red one is done on Glazed and the yellow on the Unglazed Finish.

These books represent a combination of three other books just issued. They are quite similar, except that one contains printed specimens only. Another is confined to lithographed specimens, and the last to die-stamping.

This arrangement permits the salesmen of printing, lithography or engraving to show the customer a book containing only their own type of work. We shall be glad to send you any one of these on request.

Eagle-A Coupon Bond needs no commendation to you and thousands the world over, who know it as being at the apex of the bond paper pyramid.

Nevertheless, we are keeping it before people. Every week adds more new friends for Coupon. Our advertising in the Saturday Evening Post and other national publications, as might be suspected, is doing a splendid job in acquainting the public with the goodness of Coupon and the whole Eagle-A Family of papers.

Here is the advertisement which will appear in the Post of November 5th, and other publications.

Very truly yours,
AMERICAN WRITING PAPER COMPANY
FRED WEBSTER, Manager
Department of Sales Promotion.

FW-PS23

To Service House Executives
and Salesmen



AMERICAN WRITING PAPER COMPANY

MAKERS OF "EAGLE-A" PAPERS

HOLYOKE, MASS.

Sir Eric Geddes at this time was trying to introduce economics into England's government services. In a passage in Whitehall he had noticed a sentry in uniform.

For years this man's business had been to warn people away from the walls. Why? He did not know.

Sir Eric found that a war minister's wife had encountered wet paint on those walls 33 years before. A warning sentry supplied then - someone had been there ever since.

This thing, of course, could only happen in government, where anybody's business is apt to be nobody's. No big present day business institution could possibly be guilty of any such lapse of managerial vigilance.

Yet some strange things do go on in business. The above quite aptly illustrates the costliness of old methods, old devices - lax, sleepy management.

Take the buying of bond paper, for instance. How many instances of waste and misuse do you suppose would be uncovered by turning onto business everywhere the searchlight of The Specification Chart of Bond Paper Uses?

Fortunate are those innumerable concerns who are letting The Chart guide them. For a substantial sum on the black figure side, many can thank our publicity, as shown by the enclosed advertisement. This appears in The Saturday Evening Post of June 20th.

Yours very truly,
AMERICAN WRITING PAPER COMPANY
FRED WEBSTER, Manager
Department of Sales Promotion.

AMERICAN BOTTING MACHINE COMPANY

MAKERS OF "EAGLE" BRAND

CONDENSED MILK

Our bottles are made of the best glass and are perfectly clean and free from any impurities. They are also made of the best glass and are perfectly clean and free from any impurities.

Our bottles are made of the best glass and are perfectly clean and free from any impurities. They are also made of the best glass and are perfectly clean and free from any impurities.

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AMERICAN BOTTING MACHINE COMPANY
1000 W. 10th St., Chicago, Ill.
Sole Agents for the United States
Department of Sales Promotion

Armstrong



- 21 -

(Follow-Up to Doctors and Dentists)

Dr. S. E. Goodnow,
Fourth St. & Blake Ave.,
Kansas City, Kansas.

Dear Dr. Goodnow:

You are particular about the instruments you use. You wouldn't think of any condition short of perfect cleanliness. Of course not.

But what about your floors? Are they in keeping with the high standards set for the instruments?

Let us again call your attention to the many advantages of linoleum installed as a permanent floor. When cemented to your wood floor, over a felt lining, you have a floor that is quiet, easy to walk upon, attractive, economical, and easy to keep clean. And linoleum in itself, by reason of the ingredients from which it is made, is germ-proof.

We want to repeat what we said in our recent letter to you. You will not place yourself under obligation by permitting our representative to call with samples, prices, and other information. All we ask is an opportunity to explain linoleum floors in their modern form. Reach for your telephone and call number (insert your telephone number here) now.

Yours very truly,

(Follow-Up to Doctors and Dentists)

Dr. S. E. Goodnow,
Fourth St. & Blake Ave.,
Kansas City, Mo.

Dear Dr. Goodnow:

You are particular about the instruments you use. You wouldn't think of any condition short of perfect cleanliness. Of course not.

But what about your floors? Are they in keeping with the high standards set for the instruments?

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Yours very truly,

Armstrong

- 25 -

(Brides)

Mrs. Carl Boyd,
1500 Gregory Ave.,
Jamestown, N. Y.

Dear Mrs. Boyd:

Just a note to express our sincere best wishes for your happiness in the new life opening before you. May it be a long and contented one. And won't you extend our congratulations to that lucky man?

With your many new responsibilities we hope you will have frequent occasion to make use of our store. We shall be glad to see you at any time and to talk over your problems of housefurnishing, of kitchen equipment, and of home-making.

Perhaps you still need an occasional piece of furniture, new rugs, new bedding, new linoleum. Perhaps your kitchen is not quite complete, some of the latest tools and equipment lacking.

In that case, it would be a pleasure to show you our complete stock of furniture and equipment, to suggest the things that will meet your requirements. We sell standard advertised lines, our prices are reasonable and fair, and we believe you will appreciate our service.

We want you to feel at home in our store, and shall welcome any opportunities you may give us to be of help to you.

Sincerely yours,

(Bridges)

Mrs. Carl Boyd,
1500 Gregory Ave.,
Jonestown, N. Y.

Dear Mrs. Boyd:

Last a note to express our sincere best wishes for your happiness in the new life opening before you. May it be a long and contented one. And won't you extend our congratulations to that lucky man?

With your many new responsibilities we hope you will have frequent occasion to make use of our store. We shall be glad to see you at any time and to talk over your problems of housefurnishing, of kitchen equipment, and of home-making.

Perhaps you still need an occasional piece of furniture, new rugs, new bedding, new linens. Perhaps your kitchen is not quite complete, some of the latest tools and equipment lacking.

In that case, it would be a pleasure to show you our complete stock of furniture and equipment. To suggest the things that will meet your requirements. We sell standard advertised lines, our prices are reasonable and fair, and we believe you will appreciate our service.

We want you to feel at home in our store, and shall welcome any opportunities you may give us to be of help to you.

Sincerely yours,

- 19 -

(Rugs -- Farm Women)

Mrs. Reuben Johnson,
Peach Blossom Farm,
Sandusky, Idaho.

Dear Mrs. Johnson:

A clean, shining rug -- a rug that can be cleaned by simply wiping it up with a damp mop -- a pretty blue and gray, or tan and brown rug -- a comfortable rug to stand on -- a quiet rug to walk on -- a safe rug that does not turn up at the corners but lies flat on the floor -- a rug surprisingly low in cost -- wouldn't you like such a rug in your kitchen?

That's why we believe you will be interested in our special spring showing of Armstrong's Genuine Linoleum Rugs -- made of cork and linseed oil on a sturdy burlap back. They are made in attractive designs not only for the kitchen and pantry, but for the dining-room, the sitting-room, the bedrooms, and sewing-room.

It will brighten up your room, save you long hours of hard work -- and yet a durable, long-wearing, genuine Armstrong's Cork Linoleum Rug, the very best that can be made, costs only \$0.00 in the 6' x 9' size. A 7½' x 9' rug is \$0.00, and a 9' x 12' rug costs \$0.00.

Not much to pay for long years of satisfactory service, for clear, fresh beauty, for labor-saving comfort. You ought to see these rugs -- won't you stop in at the store the next time you are in town?

Cordially yours,

- 12 -

(Note -- Twin Women)

Mrs. Robert Johnson,
Beach Blower Bar,
Sandy, Idaho.

Dear Mrs. Johnson:

A clean, shining rug -- a rug that can be cleaned by simply wiping it up with a damp mop -- a really blue and gray, or tan and brown rug -- a comfortable rug to stand on -- a quiet rug to walk on -- a safe rug that does not turn up at the corners but lies flat on the floor -- a rug surprisingly low in cost -- wouldn't you like such a rug in your kitchen?

That's why we believe you will be interested in our special spring showing of Armstrong's Genuine Linoleum Rugs -- made of cork and linseed oil on a sturdy burlap back. They are made in attractive designs not only for the kitchen and pantry, but for the dining-room, the sitting-room, the bedroom, and sewing-room.

It will brighten up your room, save you long hours of hard work -- and yet a durable, long-wearing, genuine Armstrong's Cork Linoleum Rug, the very best that can be made, costs only \$0.00 in the 6' x 8' size. A 7' x 8' rug is \$0.00, and a 9' x 12' rug costs \$0.00.

Not much to pay for four years of satisfactory service, for clean, fresh beauty, for labor-saving comfort. You ought to see these rugs -- you'll see in at the store the next time you are in town.

Cordially yours,

Automatic Burner Corp.No.2.

October 3rd, 1934.

Dear Mr.-----

Would you answer this ad?

"Men wanted for dirty jobs. Very unpleasant work. So disagreeable that it will make even a confirmed humorist swear.

Only subcessful men need apply. Must own their homes. A day laborer would scorn the wages---only 65¢ a day."

It would be amazing, wouldn't it, if we received any applicants? They must be successful---men of caliber. Will any one apply for this job?

"No" you say. But wait, isn't your name already on the list of unwilling workers? What about firing your furnace---210 days every year? No one could hire you to do it. Why do you continue doing it for nothing?--your time is at least worth \$200.00.

Wouldn't you like to know how others have saved \$200.00 in time---and made life pay an extra dividend in joy? One minute spent now in mailing the card will be returned to you with pleasing interest.

Sincerely,

Yours very truly,

New England Passenger Representative

Dear Mr.-----

Would you answer this ad?

"Men wanted for dirty jobs. Very unpleasant work. So disagreeable that it will make even a confirmed humorist swear."

Only successful men need apply. Must own their homes. A day laborer would scorn the wages--only 65¢ a day."

It would be amazing, wouldn't it, if we received any applicants? They must be successful--men of caliber. Will any one apply for this job?

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Wouldn't you like to know how others have saved \$200.00 in time--and made life pay an extra dividend in joy? One minute spent now in mailing the card will be returned to you with pleasing interest.

Sincerely,

1827 ONE HUNDRED YEARS OF SERVICE 1927

The Baltimore and Ohio Railroad Company**PASSENGER TRAFFIC DEPARTMENT**

ROOM 313 OLD SOUTH BLDG., 294 WASHINGTON ST.

BOSTON, MASS.

December 3rd, 1926.

F. WILLIAMS,
NEW ENGLAND PASS. REPRESENTATIVEMr. Frederick Small,
193 Grand St.,
Waterbury, Conn.

Dear Mr. Small:

An outstanding travel convenience to Waterbury travelers is the Train Connection Motor Coach service recently established by the Baltimore & Ohio Railroad for transporting passengers and their hand baggage from the heart of New York City direct to the train-side at Jersey City, without additional charge.

This means that upon arrival at the Grand Central Terminal in New York en route South or West, you simply step across 42nd Street to the Baltimore & Ohio Pershing Square Station, directly opposite, check your hand baggage, board a comfortable motor coach and, without leaving the coach, you are taken direct to the station platform alongside your train at Jersey City. And your hand baggage will be delivered to you at your train seat. There are no long walks, no stairways to go up or down, nor other terminal inconveniences-you step out of the coach right into the train.

You have the choice of two routes from Pershing Square Station, one via 23rd Street, the other via Liberty Street.

You will find this service of outstanding convenience for the following reasons:

- 1st - It relieves you of all worry in making your transfer through New York City
- 2nd - It saves all bother with hand baggage.
- 3rd - It gives you the satisfaction of knowing when you step aboard the coach that you have "made your train", as the train waits for the coach. This is of particular advantage when making close connections.
- 4th - If the 23rd Street route is used it provides an interesting trip down the Hudson River and an opportunity of viewing New York's famous sky line and water front.
- 5th - There is no additional charge for this extra service.

The next time you travel South or West, ask your home ticket agent to route you via the Baltimore & Ohio from New York and take advantage of this improved service.

Yours very truly,

F. Williams

New England Passenger Representative

THE BALTIMORE AND OHIO RAILROAD COMPANY

PASSENGER TRAINS

December 2nd, 1928.

An outstanding travel advantage to Baltimore is the
Main Connection Water Lines service established by the Baltimore
Ohio Railroad. For transporting passengers and their hand baggage from the
city of New York City direct to the city of Baltimore, without
additional charge.

This route, which operates at the Great Central Station in New
York on route South on West, you simply step across the street to the Bal-
timore & Ohio Railroad Station, directly opposite, across your hand
baggage, board a comfortable motor coach and, without leaving the coach, you
are taken direct to the station platform opposite your train at Jersey City.
Your hand baggage will be delivered to you at your train. There
is no long wait, no waiting to go up or down, no other tedious incum-
brance you step out of the coach right into the train.

You have the choice of two routes from Jersey City Station, one
to New York City, the other via Jersey City.

You will find this service of outstanding convenience for the follow-
ing reasons:

- 1st - It relieves you of all worry in making your transfer through
New York City.
- 2nd - It saves all bother with hand baggage.
- 3rd - It gives you the satisfaction of knowing when you step across
the coach that you have "made your train", as the train
waits for the coach. This is of particular advantage
when making close connections.
- 4th - If the New York route is used it provides an interesting
trip down the Hudson River and an opportunity of view-
ing New York's famous city line and water front.
- 5th - There is no additional charge for this extra service.

The next time you travel South on West, as your home office agent to
note you via the Baltimore & Ohio from New York and take advantage of this im-
proved service.

Yours very truly,

New England Passenger Representative



BARRETT-CRAVENS COMPANY

Designing and Manufacturing Engineers



1328-1342 W. MONROE ST.
CHICAGO, U.S.A.

Aug. 26th. 1926

Miss Marion G. Fottler,
78 Park Way,
Dorchester Centre, Mass.

Dear Miss Fottler:

I dictated a letter the other day to you, advising that I was sending you some data with which to work up a series on letter writing. In some way, all this literature has been sent back - I find it was addressed to the wrong party. So I am sending it on again today - in a rather dilapidated state now having traveled through the mail some - but I believe it is still readable.

Yours very truly,

BARRETT-CRAVENS COMPANY

E. J. H.
Secretary.

EJH;F



BARRETT LIFT-TRUCK



BARRETT STEELEG PLATFORM



BARRETT BARREL TRUCK



BARRETT PORTABLE ELEVATOR

BARRETT-CRAVENS COMPANY

1328-1342 W. MONROE ST. CHICAGO, U.S.A.



January 12, 1925

NEW YORK
GRAND CENTRAL PALACE

OFFICES IN ALL PRINCIPAL CITIES

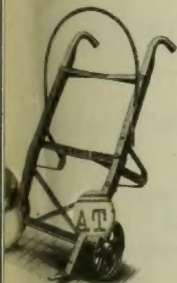
FACTORIES
CHICAGO
TORONTO
BERLIN
PARIS



BARRETT LIFT - TRUCK SAVES
- SAVES TIME -- SAVES HAND-
USED THE WORLD OVER



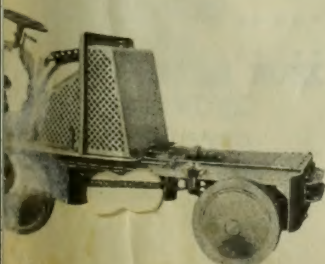
T STEEL PLATFORMS LAST
MILY--DO NOT WARP--BREAK
E APART.



BARRETT BARREL TRUCK. A
VELOUSLY EFFICIENT TRUCK
LOADING BARRELS.



BARRETT PORTABLE ELEVATOR.
LATEST DESIGN -- STURDY
CONSTRUCTION -- SAFE TO OPERATE.



BARRETT INDUSTRIAL TRAILER.
THE INDUSTRIAL TRAILER THAT CARRIES THE LOAD
LIKE A TRAIN OF TRAILERS.

Gentlemen:

Since your last purchase of Barrett Lift-trucks, many improvements have been made, making it necessary to incorporate them into a new truck known as our model "F".

You ought to see this truck in order to fully realize the easier lift and quicker operation, as well as the advantages of a truck that lifts from an angle. For that reason, we would like your permission to place one of these trucks with you on trial - without in any way obligating you.

It would permit you to actually determine in your own plant and under your own conditions, the superiority of the truck. It would emphasize the reason that caused R. R. Donnelley to purchase eighteen and the R. J. Reynolds Co. forty-nine, during the month of December.

You can have our trial truck in three days - merely place the size on this letterhead, and return it to us with your signature - now, before you forget.

Very truly yours,

BARRETT CRAVENS COMPANY

[Signature]
Secretary

EJH:P

P.S. - Have you old lift-truck equipment that can stand replacing if a suitable trade-in allowance is made?

BARRETT-CRAVEN COMPANY

1238-1242 W. MONROE ST. CHICAGO, U.S.A.

[57]

January 12, 1938

Gentlemen:

Since your last purchase of Barrett lift-trucks, our improvements have been made, making it necessary to incorporate them into a new truck known as our model "B".

I would like to see this truck in order to fully realize the earlier lift and engine operation, as well as the advantages of a truck that lifts from an angle. For this reason, we would like your permission to place one of these trucks with you on trial - without any cost obligation.

It would permit you to actually test-also in your own plant and under your own conditions, the superiority of the truck. It would emphasize the reason that caused K. H. Thompson to purchase eighteen and the H. J. Thompson Co. forty-three during the month of December.

We can have our trial truck in three days - simply place the sign on this letterhead, and return it to us with your signature - now, before you forget.

Very truly yours,

BARRETT-CRAVEN COMPANY

P.S. - Have you old lift-truck engine? We can repair it at a special price in fifteen days if you wish.

TOTAL REPLIES RECEIVED

TOTAL ORDERS RECEIVED

PERCENTAGE:- REPLIES
ORDERSINQUIRY
COST PER
ORDER

COST PER LETTER

POSTAGE

.01

.02

LIST USED Users

LETTER

CIRCULAR Attached

WRITTEN BY E. J. Heimer

NO. MAILED 4295

RETURNED

MAILING DATE

1-12-25

TERRITORY

U. S. A.

RESULTS BY DAY ENTERED HERE

ORDERS RECORDED IN SPACE BELOW

MONTH	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
MONTH	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17

THE RECORD OF ORDERS AND AMOUNTS IN DOLLARS AND CENTS.

DATE	ORDER	COMM	AM'T	DATE	ORDER	COMM	AM'T	DATE	ORDER	COMM	AM'T
1/16	F-636	22.	110.	2/10	G-636	20.	100.				
1/19	F-636		110.	2/10	FW-948	N.C.	155.				
1/27	F-636	22.	110.	2/11	FI-960	30.	150.		Business	<u>\$2033.00</u>	
1/29	2F-636	44.	220.	2/17	G-636	19.	95.				
1/30	FKL-948	N.C.	300.	3/3	FKL-948	30.	150.				
2/1	GP-936	15.	100.	2/9	2GP-936	N.C.	190.				
2/11	6 plats		18.	4/16	F-936	N.C.	130.				
2/11	G-660	14.25	95.								

G
2.
60.
5.
2.70
4.75
31.
125.45
26.
151.45

DETAILED COST

REMARKS

PRINTED MATTER @ 51.60
 LETTER HEADS...@ 11.18
 ENVELOPES.....@ 10.44
 POSTAGE.....@ 85.90
 FACSIMILE WORK @ 44.78
 OTHER WORK
 TOTAL COST.....\$203.90

All old truck users.

BARRETT-CRAVENS COMPANY

1328-1342 W. MONROE ST. CHICAGO, U.S.A.



February 2nd, 1925.

NEW YORK
GRAND CENTRAL PALACE

OFFICES IN ALL PRINCIPAL CITIES

FACTORIES
CHICAGO
TORONTO
BERLIN
PARIS

To The Superintendent
Of Your Plant.

Dear Sir:

How many truckers do you employ?

How many hours of their time is spent in
loading and unloading materials?

How much could you save if all this un-
necessary piling and repiling could be done away with
and your truckers spend all their time trucking -
the work for which they are employed?

By giving this a little thought we feel
you will be interested in learning of a truck that
will enable one man to do the work of four or five
men and in much less time.

With the new model "F" Barrett Lift Truck -
the truck that is guaranteed to operate easier and
quicker than any other truck and besides, lifts with
a single stroke of the handle from any angle - materials
are loaded on platforms or racks as they arrive in
the receiving room. Then one man with the Barrett
moves them as a single unit. - no handling and rehand-
ling. Naturally, tremendous saving in time, money,
and labor result.

It is rather difficult to properly explain
the breadth of application or the superiority of the
new model "F" by means of a letter or descriptive
literature. For that reason we seek your permission
to place this truck in your plant for a demonstra-
tion. It will not obligate you in any way.

If you do not want a demonstration at this
time, permit us to send you our literature. Pencil
instructions on the face of this letter as to whether
it is the actual demonstration or literature you de-
sire is all that is necessary to prompt us to action.

Very truly yours,

BARRETT - CRAVENS COMPANY

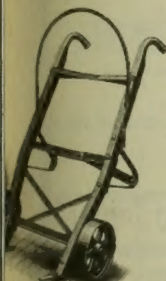
E. Keimer
Secretary.



BARRETT LIFT - TRUCK SAVES
SAVES TIME -- SAVES HAND-
LED THE WORLD OVER



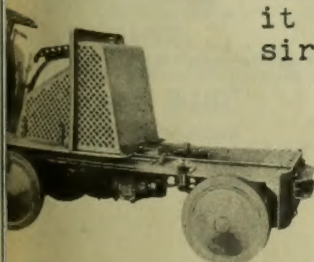
STEEL PLATFORMS LAST
TILY-DO NOT WARP--BREAK
APART.



BARRETT BARREL TRUCK. A
LOUSLY EFFICIENT TRUCK
IDLING BARRELS.



PORTABLE ELEVATOR.
E DESIGN -- STURDY
ACTION -- SAFE TO OPERATE.



WEROX. THE INDUSTRIAL
THAT CARRIES THE LOAD
ALL A TRAIN OF TRAILERS.

S I G N I N G A N D M A N U F A C T U R I N G E N G I N E E R S

BARRETT-CRAVEN COMPANY

1325-1345 W. MONROE ST. CHICAGO, U.S.A.

7

February 2nd, 1935

To The Superintendent
Of Your Plant.

Dear Sir:

How many truckers do you employ?

How many hours of their time is spent in
loading and unloading materials?

How much could you save if all this un-
necessary piling and repiling could be done away with
and your truckers spend all their time trucking -
the work for which they are employed?

By giving this a little thought we feel
you will be interested in learning of a truck that
will enable one man to do the work of four or five
men and in much less time.

With the new model "B" Barrett Lift Truck -
the truck that is guaranteed to operate easier and
quicker than any other truck and besides, lifts with
a single stroke of the handle from any angle - materials
are loaded on platforms or racks as they arrive in
the receiving room. Then one man with the Barrett
moves them as a single unit - no handling and rehand-
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If you do not want a demonstration at this
time, permit us to send you our literature. Please
instructions on the face of this letter as to whether
it is the actual demonstration or literature you de-
sire is all that is necessary to prompt us to action.

Very truly yours,

BARRETT - CRAVEN COMPANY

[Signature]
Secretary

TOTAL REPLIES RECEIVED

TOTAL ORDERS RECEIVED

PERCENTAGE:- REPLIES
ORDERS

INQUIRY			.61
COST PER ORDER	COST PER LETTER	POSTAGE	.02

LIST USED Ours	LETTER Attached	CIRCULAR None
----------------	-----------------	---------------

WRITTEN BY Heimer	NO. MAILED 12,500	RETURNED
-------------------	-------------------	----------

MAILING DATE Feb. 2nd.	TERRITORY U. S. A.
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RESULTS BY DAY ENTERED HERE - ORDERS RECORDED IN SPACE BELOW

MONTH	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
MONTH	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17

THE RECORD OF ORDERS AND AMOUNTS IN DOLLARS AND CENTS.

DATE	ORDER	COMM	AM'T	DATE	ORDER	COMM	AM'T	DATE	ORDER	COMM	AM'T
2/5	FK 748	NC	140.	2/21	Derrick	18.	90.	3/16	GPL636	19.	95.
2/5	FK 948	33.	165.	2/28	2trucks	60.	300.	3/16	1plat	.75	4.95
2/11	25plats	29.47	235.	3/3	F 736	23.	115.	4/15	FKL960	NC	260.
2/16	4 "	3.69	24.	3/3	GL 948	23.	115.	5/11	2GP948	NC	220.
2/14	6 "	4.32	28.	3/3	6plats	6.	41.	5/29	FKL 960	NC	265.
2/16	FWL		165.	3/3	2FWL960	NC	370.	5/11	F 736	23.	115.
2/19	GP 630	17.50	87.	3/11	1 plat	NC	8.	5/1	GK 742	23.	115.
2/20	GP 730	NC	92.	3/10	FK 748	32.	160.	4/18	GK 748	26.	130.
8/28	4plats	3.93	26.	8/28	F 936	24.	120.				

DETAILED COST

REMARKS

PRINTED MATTER @	
LETTER HEADS...@	32.50
ENVELOPES.....@	20.00
POSTAGE.....@	250.00
FACSIMILE WORK @	173.00
OTHER WORK	
TOTAL COST.....	490.50

Business \$3489.88

BARRETT-CRAVENS COMPANY

1328-1342 W. MONROE ST. CHICAGO, U.S.A.



July 1, 1925

NEW YORK
GRAND CENTRAL PALACE

OFFICES IN ALL PRINCIPAL CITIES

FACTORIES
CHICAGO
TORONTO
BERLIN
PARIS



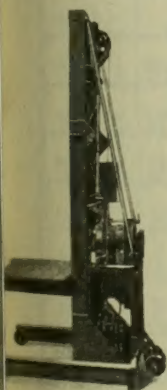
BARRETT LIFT - TRUCK SAVES
SAVES TIME -- SAVES HAND-
USED THE WORLD OVER



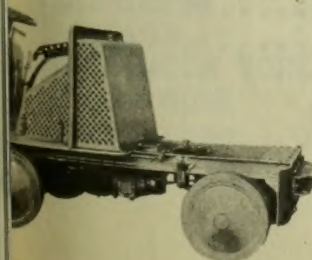
STEEPLEG PLATFORMS LAST
TILY--DO NOT WARP--BREAK
APART.



BARRETT BARREL TRUCK. A
LOUSLY EFFICIENT TRUCK
IDLING BARRELS.



PORTABLE ELEVATOR.
E DESIGN -- STURDY
CTION -- SAFE TO OPERATE.



VEROX. THE INDUSTRIAL
THAT CARRIES THE LOAD
IS A TRAIN OF TRAILERS.

Hennesy Foundry Co.
Springfield, Ohio

Gentlemen:

Since your last purchase of Barrett Lift-trucks, many improvements have been made, making it necessary to incorporate them into a new truck known as our model "F".

You ought to see this truck in order to fully realize the easier lift and quicker operation, as well as the advantages of a truck that lifts from an angle. For that reason, we would like your permission to place one of these trucks with you on trial - without in any way obligating you.

It would permit you to actually determine in your own plant and under your own conditions, the superiority of the truck. It would emphasize the reason that caused R. R. Donnelley to purchase eighteen and the R. J. Reynolds Co. forty-nine, during the month of December.

You can have your trial truck in three days - merely place the size on this letterhead, and return it to us with your signature - now, before you forget.

Very truly yours,

BARRETT CRAVENS COMPANY

E. J. H. P.
Secretary

EJH:P

P.S. - Have you old Lift-truck equipment that can stand replacing if a suitable trade-in allowance is made?

TOTAL REPLIES RECEIVED

TOTAL ORDERS RECEIVED

PERCENTAGE:- REPLIES
ORDERS

INQUIRY .61
COST PER ORDER COST PER LETTER POSTAGE .02

LIST USED Users LETTER Attached CIRCULAR None

WRITTEN BY Heimer NO. MAILED 5288 RETURNED

MAILING DATE July 1st. TERRITORY U. S. A.

RESULTS BY DAY ENTERED HERE - ORDERS RECORDED IN SPACE BELOW

MONTH	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
MONTH	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17

THE RECORD OF ORDERS AND AMOUNTS IN DOLLARS AND CENTS.

DATE	ORDER	COMM	AM'T	DATE	ORDER	COMM	AM'T	DATE	ORDER	COMM	AM'T.	G
7/9	50plats	23.50	210.	7/15	P. E.	77.68	726.	10/29	16plats	15.81	138.30	8.00
7/10	FWL 936	24.	160.	7/17	4 plats	3.54	23.60	7/4	1plat	.72	4.80	8.00
7/10	4plats	5.06	45.	7/10	FK-948	23.25	155.	1/13	GP-948	NC	110.	1.69
7/11	FKL 648	28.	140.	7/10	4plats	6.67	44.					7.75
7/15	FW 948	33.	165.	7/30	7plats	5.31	36.	Business		<u>3194.74</u>		2.22
7/21	G 630	19.50	97.	8/11	1 BT	4.50	30.	Comm.		456.07		1.50
7/27	FW 772	34.	170.	7/13	1plat	.72	4.	Gravy		64.13		8.78
8/21	1plat	1.06	7.	9/30	36plats	28.50	276.					4.19
8/21	FKL 972	105.	525.	10/13	25plats	16.25	125.					22.00

DETAILED COST

REMARKS

PRINTED MATTER @
LETTER HEADS...@ \$ 11.27
ENVELOPES.....@ 11.11
POSTAGE.....@ 106.33
FACSIMILE WORK @ 121.84
OTHER WORK
TOTAL COST.....\$ 250.55

BARRETT-CRAVENS COMPANY

1328-1342 W. MONROE ST. CHICAGO, U.S.A.



January 19, 1925.

NEW YORK
GRAND CENTRAL PALACE

OFFICES IN ALL PRINCIPAL CITIES

FACTORIES
CHICAGO
TORONTO
BERLIN
PARIS

To The Superintendent
Of Your Plant.

Dear Sir:

How many truckers do you employ?

How many hours of their time is spent in
loading and unloading materials?

How much could you save if all this un-
necessary piling and repiling could be done away with
and your truckers spend all their time trucking -
the work for which they are employed?

By giving this a little thought we feel
you will be interested in learning of a truck that
will enable one man to do the work of four or five
men and in much less time.

With the new model "F" Barrett Lift Truck -
the truck that is guaranteed to operate easier and
quicker than any other truck and besides, lifts with
a single stroke of the handle from any angle - materials
are loaded on platforms or racks as they arrive in
the receiving room. Then one man with the Barrett
moves them as a single unit - no handling and rehand-
ling. Naturally, tremendous saving in time, money,
and labor result.

It is rather difficult to properly explain
the breadth of application or the superiority of the new
model "F" by means of a letter or descriptive literature.
For that reason we seek your permission to place this
truck in your plant for a demonstration. It will not
obligate you in any way.

If you do not want a demonstration at this
time, permit us to send you our literature. Pencil
instructions on the face of this letter as to whether
it is the actual demonstration or literature you de-
sire is all that is necessary to prompt us to action.

Very truly yours,

BARRETT - CRAVENS COMPANY

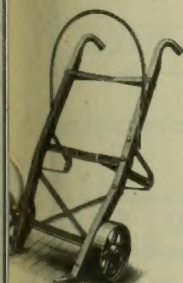
[Signature]
Secretary.



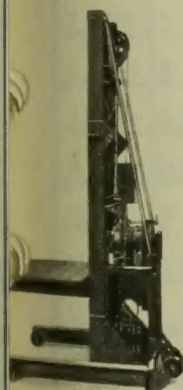
BARRETT LIFT - TRUCK SAVES
TIME -- SAVES HAND-
USED THE WORLD OVER



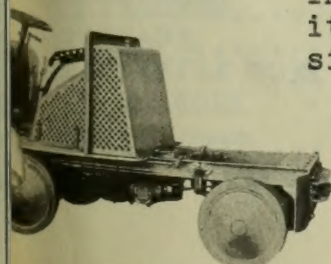
STEEL PLATFORMS LAST
VITELY--DO NOT WARP--BREAK
IE APART.



BARRETT BARREL TRUCK. A
ELOUSLY EFFICIENT TRUCK
NDLING BARRELS.



ETT PORTABLE ELEVATOR.
LE DESIGN -- STURDY
RUCTION -- SAFE TO OPERATE.



POWEROX. THE INDUSTRIAL
OR THAT CARRIES THE LOAD
ULLS A TRAIN OF TRAILERS.

SIGNING AND MANUFACTURING ENGINEERS

BARRETT-CRAVEN COMPANY

1125 N. W. MONROE ST. CHICAGO, U.S.A.



January 19, 1933.

To The Superintendent
Of Your Plant.

Dear Sir:

How many crickers do you employ?

How many hours of their time is spent in
loading and unloading materials?

How much could you save if all this un-
necessary piling and repiling could be done away with
and your crickers spend all their time trucking -
the work for which they are employed?

By giving this a little thought as I feel
you will be interested in learning of a truck that
will enable one man to do the work of four or five
men and in much less time.

With the new model "B" Barrett Lift Truck -
the truck that is guaranteed to operate easier and
safer than any other truck and besides, lifts with
a single stroke of the handle from any angle - materials
are loaded on platform or racks as they arrive in
the receiving room. Then one man with the Barrett
moves them as a single unit - no handling and rehand-
ling. Naturally, tremendous saving in time, money,
and labor result.

It is rather difficult to properly explain
the breadth of application or the superiority of the new
model "B" by means of a letter or descriptive literature.
For that reason we seek your permission to place this
truck in your plant for a demonstration. It will not
obligate you in any way.

If you do not want a demonstration at this
time, permit us to send you our literature. Enclosed
instructions on the face of this letter as to whether
it is the actual demonstration or literature you de-
sire is all that is necessary to prompt us to action.

Very truly yours,

BARRETT - CRAVEN COMPANY

[Signature]
Secretary

TOTAL REPLIES RECEIVED										REPLIES														
TOTAL ORDERS RECEIVED										PERCENTAGE:- ORDERS														
INQUIRY										.01														
COST PER ORDER					COST PER LETTER					POSTAGE					.02									
LIST USED Our M/L					LETTER Attached					CIRCULAR None														
WRITTEN BY Heimer					NO.MAILED 12,500					RETURNED														
MAILING DATE Jan.19th					TERRITORY U. S. A.																			
RESULTS BY DAY ENTERED HERE										ORDERS RECORDED IN SPACE BELOW														
MONTH	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
MONTH	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
THE RECORD OF ORDERS AND AMOUNTS IN DOLLARS AND CENTS.																								
DATE	ORDER	COMM	AM'T	DATE	ORDER	COMM	AM'T	DATE	ORDER	COMM	AM'T.													
1/23	F 736	23.	115.	2/10	1crane	32.25	215.	2/9	12plats	5.90	78.60													
1/23	6plats	2.03	13.	2/10	FKL 760	31.	155.	3/11	20 "	12.30	82.													
1/27	1 "	NC	4.	2/11	Ox	100.	1000.	3/12	25 "	18.16	121.19													
1/30	2 F748	50.	250.	2/16	G 930	7.50	150.	3/12	BT	4.	24.													
1/30	1plat	1.11	7.	2/17	FK91148	31.	155.	3/12	DL636	15.	75.													
2/2	2GP 736	27.50	190.	2/18	GPL936	NC	105.	3/14	2 PE	346.	2310.													
2/4	F 936	NC	170.	3/4	GL 948	25.	125.	4/	G 936	19.20	110.													
2/4	12 plats	NC	59.	3/5	1 crane	32.25	215.	4/20	1 PE	43.	358.													
2/4	1 "	2.73	18.	5/9	GL 942	24.	120.	4/17	2plats	5.	35.													
DETAILED COST								REMARKS																
PRINTED MATTER @																								
LETTER HEADS...@ 32.50								Business \$6272.04																
ENVELOPES.....@ 20.00																								
POSTAGE.....@ 250.00																								
FACSIMILE WORK @ 170.00																								
OTHER WORK																								
TOTAL COST.....\$ 472.50																								

Use of English Language in Japan Widespread; Its Study in the Schools Compulsory

BY DR. JOHN O. BEATY.

The later nineteenth century saw the rapid expansion of Britain and the United States into great powers with world-wide commercial and other interests. This development gave English a wider currency than any language has ever known. Not only is English the popular language in such distant places as Texas and Ontario, New Zealand, South Africa, Australia and England, but it is the official language of such colonial areas as India and the Philippines.

The most surprising achievement of the English language, however, is its spread in countries which have their own national language. American travelers in continental Europe have noticed its widespread use. It is hard to get a chance to practice speaking a foreign language, for the natives wish to practice their English on you. The English language is the second language of Asia from Japan to Egypt. Its use in Japan is nothing short of remarkable.

The arriving traveler notices warehouses named in English and in Japanese. He goes to a hotel where English is spoken, buys a local newspaper in English and is served a meal with a menu card printed in English.

When he goes inland he may have a railroad ticket with one side printed in English. He can get a railroad schedule printed in English. Stations have names, exits and other notices in English. With the important inland hotel the use of English is the same as at the port. The great majority of people, of course, can not speak English, but a well-dressed young or middle-aged man is very likely to be able to answer in fair English a question addressed to him.

So much for superficialities. What of the underlying facts?

Necessary in Business.

First of all, Japan is a small country, overpopulated and poor in natural resources. Her only economic salvation is commerce and commerce must be carried on in great part with territories where English is the natural language. It is obvious then that a young Japanese looking to a business career should consider English an important element in his preparation.

Again, from the day of Commodore Perry to the present, many aspects of English and American civilization have been admired and copied by Japan. It is very natural, then, that a person seeking culture should wish at least to read a language so intimately associated with the recent progress of his Nation.

Perhaps more for the second reason than for the first the study of English is compulsory in the schools of Japan. When I was in Tokio I attended some of the sessions of the annual convention of teachers of English. A lively debate was in progress regarding a subject of much interest now throughout the Empire. The question is framed in a proposed amendment to a national law regarding admission to higher schools:

"That oral tests or semi-oral tests should be added to the examination tests—that two or more than two of the tests specified below should be added to the present tests . . . :

- "1. Dictation.
- "2. Hearing.
- "3. Reading aloud.
- "4. Oral answers."

Opposed to the amendment are older teachers who maintain that English is for Japanese a cultural and disciplinary tongue much as Latin is for English and that the process of reading it should not be delayed by the difficulty of mastering the intricacies of spoken English.

These scholars also point to the difficulty of giving an exact examination in oral English. Too much depends on the examiner. This is a very serious question in Japan. The universities are in no wise able to cope with the students who desire admission. A professor told me that not more than one-tenth of even the worthy candidates can be accepted as students in all universities taken together, and admission is consequently regulated on the basis of a very rigid entrance examination. So much prestige goes with education in a university, particularly an imperial university, that the process of getting in is regarded as the crisis of a man's life. Hence the desire that the examinations be as mathe-

matically fair as possible—and the opposition to an oral feature.

Claim It Must Be Spoken.

On the other hand, a great many educators maintain that English is not really learned unless it can be spoken. Thus there is a strong body of teachers in favor of putting spoken English into the requirement for admission to a university. The outcome will be of interest.

English is the language of international intercourse for Japan, whether or not an English-speaking country is involved. I attended a luncheon at which a Japanese Cabinet Minister and the Japanese Ambassador to Siam made good speeches in English welcoming to Japan the Siamese Minister of Education. The latter replied in perfect English, and English was spoken fluently by practically all the chatting groups before and after the meal. The third triennial meeting of the Pan-Pacific Scientific Congress was about to open when I was in Tokio. All notices were in English and a rule had been passed that all papers must be read in English.

I will close with a reference to moving pictures and to English-language newspapers.

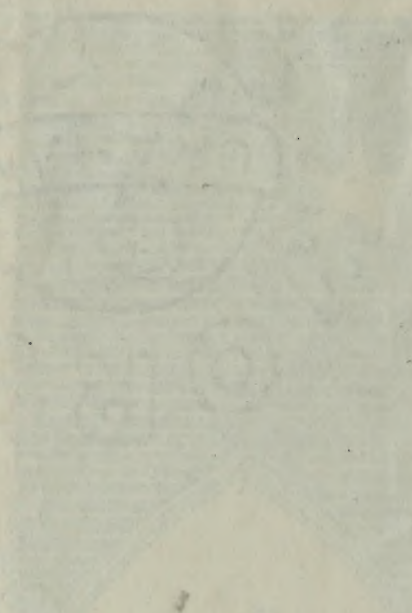
American films are very popular. They are produced as in America with captions in English—a Japanese interpreter calling out the significance and leading the audience in laughter or sobbing.

I was unable to find out exactly how many newspapers are printed in English in all of Japan, but I bought on the stands six different English language dailies published in the large cities of Tokio, Osaka and Kobe. Some of these are on the American and some on the English pattern, some are edited by foreigners and some by Japanese, but all are a potent influence in the further introduction of Anglo-Saxon ideas and the English language into Japan.

RECORD OF THE STORM

On the 1st of August 1881
the ship "The Storm" was
sighted by the "The Storm"
at 10 miles off the coast of
the island of St. John.
The ship was seen by the
"The Storm" at 10 miles off
the coast of the island of St.
John. The ship was seen by
the "The Storm" at 10 miles
off the coast of the island of
St. John.

What You Can Buy On the The Storm



8%

THE STORM

The Storm

The ship was seen by the
"The Storm" at 10 miles
off the coast of the island of
St. John. The ship was seen
by the "The Storm" at 10
miles off the coast of the
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"The Storm" at 10 miles off
the coast of the island of St.
John. The ship was seen by
the "The Storm" at 10 miles
off the coast of the island of
St. John.

BONNELL MOTOR CAR CO.

DODGE BROTHERS

MOTOR VEHICLES

GRAHAM BROTHERS TRUCKS

NEWARK SALESROOM

SUMMIT SALESROOM AND SERVICE STATION

562 BROAD STREET

78 FRANKLIN PLACE

PHONE SUMMIT, 2090

October 20, 1926.

Mr. William Alesbury,
36 DeForest Ave.,
Summit, N. J.

Dear Sir:

Dodge Brothers Motor Car today is infinitely better than the car of yesterday, simply because of an unswerving policy of constant improvement, together with the strictest maintenance of quality.

The old dependability remains, but with added features to fortify it and make it even more secure.

If you are mechanically inclined we will be delighted to go into this subject with you personally and explain many features that make the car sturdier than ever before.

There is a vastly interesting story in Dodge Brothers use of fine steel, even to the last spring leaf.

But whether you are interested in such details or not, we are eager to show you how beautiful the Dodge Brothers cars are today -- the low graceful lines, the striking lacquer finish, the smart fitments.

Then, too, we want you to ride with us. Whatever type you try you will be impressed at once with the greater comfort, riding ease and quietness of performance.

Just a telephone request and a car will be at your door.

Yours very truly,

BONNELL MOTOR CAR COMPANY

L. H. Sandford.



DODGE BROTHERS Special Sedan invites the attention and stimulates the admiration of every one who is impressed by genuine beauty and good taste in motor car design, finish and equipment. Wherever it is driven, wherever it is parked, it is the source of pride and satisfaction.

#1

BOSTON UNIVERSITY
BOSTON, MASSACHUSETTS

OFFICE OF THE PRESIDENT
688 BOYLSTON STREET

ENGLISH SYSTEMS, INC.
TOWER BUILDING, 200 MADISON AVENUE
NEW YORK CITY

Dear Friend:

You will be glad to know (as you probably have already learned from the public press) that we went "over the top" in our campaign for the Boston University College of Liberal Arts Endowment. This means that we have secured pledges totaling \$1,100,000.00. Thus is successfully met the first condition for securing a gift of \$400,000.00 from the General Education Board of the Rockefeller Foundation. Your pledge helped toward the goal, and in the name of Boston University I thank you for it.

I am now counting upon the loyalty and fidelity of all who have helped toward the first goal, to make possible the attainment of the second goal also: namely, that the pledges shall be paid; for until \$1,100,000.00 shall actually be paid in cash, we can not claim the General Education Board's \$400,000.00.

On the enclosed card from the Treasurer, you will see how your account stands at present. I am sending this letter with the Treasurer's statement to all who have pledged, with full confidence that we shall have a 100% payment of pledges. I trust that any who are in arrears will bring their payments up to date, and that we shall all "pull together" for complete success in meeting this second condition.

A spirit of optimism pervades every Department of Boston University, and I am sure that you will have increasing reasons for joy in that you have helped to make possible a better B. U.

With best wishes, I am

Cordially yours,

Daniel L. Marsh

President.

August 16, 1926.



BRIEF ENGLISH SYSTEMS, INC.

TOWER BUILDING, 200 MADISON AVENUE

NEW YORK CITY

Dec. 15, 1926

Miss Marion G. Fottler,
Head, Dept. Secretarial Training,
Dallas School of Commerce,
Dallas, Tex.

My dear Miss Fottler:

We acknowledge receipt of your letter of November 29th, and complying with your request we are mailing you under separate cover, some of our literature, circulars, etc.

We thank you for your letter, and trust this material will prove of interest to you.

Sincerely yours,

BRIEF ENGLISH SYSTEMS, Inc.

M. Burge

Secretary

B

THE BUREAU OF
THE NEW YORK
AND THE NEW YORK
AND THE NEW YORK
AND THE NEW YORK



THE BUREAU OF
THE NEW YORK
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AND THE NEW YORK

BRIEF ENGLISH SYSTEMS, INC.

TOWER BUILDING 300 MADISON AVENUE

NEW YORK CITY

W. A. L.

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BRISTO

SAFETY SET SCREWS

THE BRISTOL COMPANY
WATERBURY, CONN.

July 14, 1926

Byers & Smith
103 Haverhill St
Boston, Mass.

Gentlemen:-

The foreman of the tool room at the big plant where Marmon automobiles are made was asked why Bristo Set Screws are used in their big boring mills. "Because they need to be replaced less frequently" was the gist of his reply.

In other words, they stand up under the most severe and exacting work and wear longer, even though they cost no more than others.

Of course, the high grade steel, accurate threads, careful heat treatment and inspection have something to do with this, but the dovetailed flute design is the important and distinguishing feature of Bristo Set Screws. No other set screw has a socket like it.

Technical Language



Tendency to
Pry Walls Apart

A glance at the diagrams in this letter will show why Bristos have earned a reputation for extra-tight setting and durability.

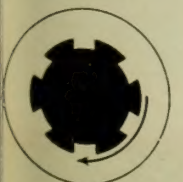


Note Direction
Power is Transmitted

A set screw that proves itself most dependable in your shop is the set screw to put in your product. The extra-small sizes, made only by Bristol make Bristos an ideal line for production work.

May we send a representative to discuss the possibilities and features of Bristo Hollow Safety Set Screws in both maintenance and production work? If you prefer, we will appreciate the opportunity to send sample screws for testing; there's a coupon on the inside for your convenience.

Will send



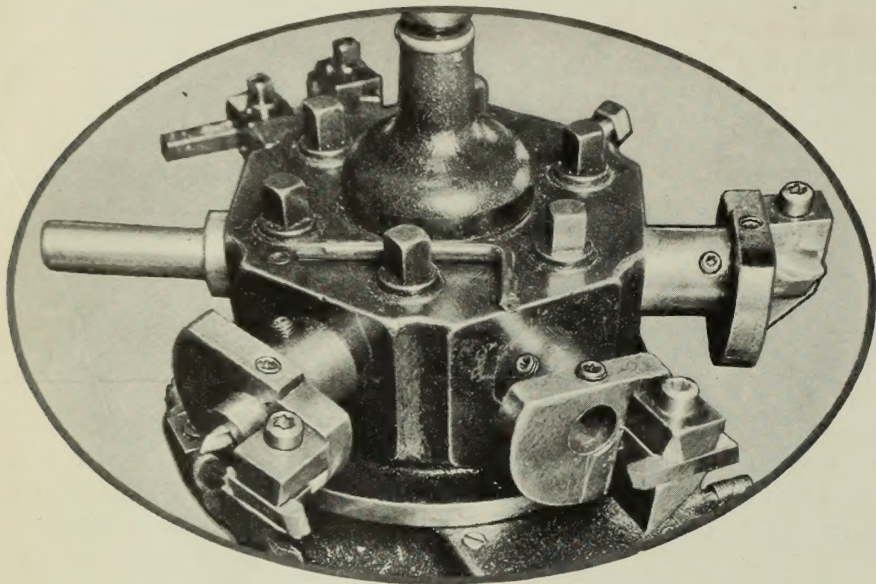
Pulls Screw Around
No Expanding Pressure

Yours very truly
THE BRISTOL COMPANY

J. B. Kelsey
Ass't. Gen. Sales Mgr.

See New List Prices on Wrenches on back page!

For the most exacting work

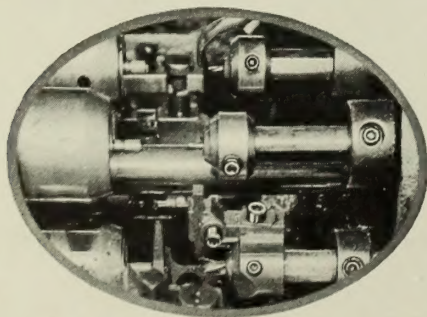


Extra Wear means Economy

Try Bristo Safety Set Screws in a turret lathe set up. The frequent setting and re-setting of tools is a severe test. Here's where Bristos show their real worth, for this is just the kind of work they are made for.

Set screws cost so little in comparison to their importance that it pays to use only the best.

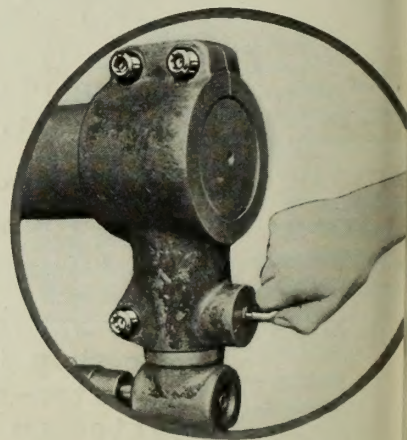
Specify those you know will perform the hard jobs—Bristos—and the rest will be easy.



In your Shop

If you want dependable work in your shop, try Bristos. They are made by men who use set screws. They know what is expected of them. They are made to hold the tightest precision work.

It's good business to put Bristos on your product, too. It doesn't come back from customers. It's a set screw you can't rely on. They help to make a product trim—no protruding heads. A safety feature is not to be



In automatic screw machine set-ups—in the center head of a miller—where set screws get hard use—Bristos cut maintenance costs, because they wear longer.

Clean cut, accurate threads, careful heat treatment that makes the screw tough, and the

dovetailed flange do not
reasons for this extra

When a set screw is used in the most difficult shop, it will satisfy the requirements of you. Give Bristos a try. Compare with

May we send your Master Mechanic or Designer

BRISTOS COME SEVERAL SIZES SMALLER THAN ANY OTHER HOLLOW SAFETY SET SCREWS

the BRISTO Safety Set Screws

-- In your Product

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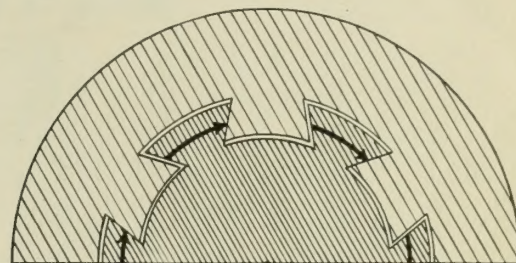
Bristos hold great possibilities for designers of all kinds of machines and tools, particularly the two extra-small sizes— $1/8$ and $3/16$ inch diameters—both smaller than the smallest size of any other hollow safety set screw.

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Being handled with a wrench they can be used in locations that would otherwise be inaccessible. Thumb and finger room can be eliminated. Simplified designs generally mean lower production costs and a better looking product.

Improved appearance improves the salability of any article.

Bristos are made in all standard sizes from $1\frac{1}{2}$ to $1/8$ inch--some smaller--See table of lengths, thread information and prices on page 4



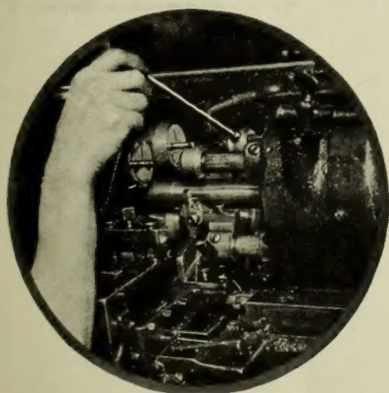
The Dovetailed Flute Design only in Bristos

The dovetails on the wrench are made to fit those on the screw. When the wrench is put in the screw the dovetails interlock, and the grip on the screw is perfect. In fact, it is almost as if they had become one piece.

With this good grip you can get an extra tight set, and then remove it with comparative ease. See how the force put on the wrench is transmitted by the dovetails in the direction the screw is turning. There is no expanding pressure on the sides of the screw—no tendency to split.

The dovetailed flute design itself prevents damaged sockets. With Bristos there is no trouble with rounded wrench corners and sockets worn out of shape.

Remember there is only one set screw with the dovetailed flute design,—BRISTO.



es for testing?

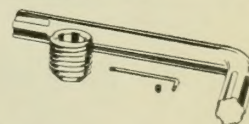
THE BRISTOL CO.
Waterbury, Conn.

You may send us sample wrench and screw
We are particularly interested in the sizes indicated below

Diameter
of Screw

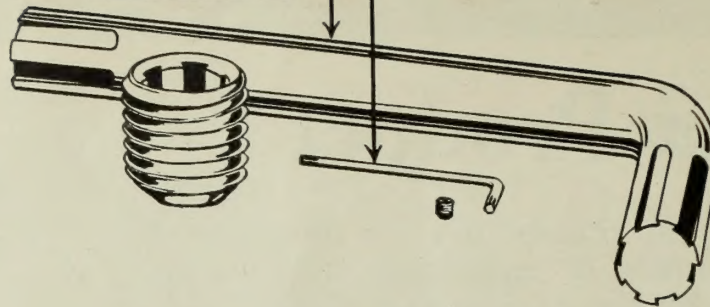
FIRM

ADDRESS



Please mark samples to the attention of

- 16 -
SIZES
 $\frac{1}{8}"$ to $1\frac{1}{2}"$



LIST PRICES

The prices given below are for 100 set screws.
Four wrenches are included with each 100 screws.
See prices below for extra wrenches. Write for discounts.

Length Over All	DIAMETER OF SET SCREWS LISTED BELOW															
	$\frac{1}{8}"$ Diam.	$\frac{3}{16}"$ Diam.	$\frac{1}{4}"$ Diam.	$\frac{5}{16}"$ Diam.	$\frac{3}{8}"$ Diam.	$\frac{7}{16}"$ Diam.	$\frac{1}{2}"$ Diam.	$\frac{9}{16}"$ Diam.	$\frac{5}{8}"$ Diam.	$\frac{3}{4}"$ Diam.	$\frac{7}{8}"$ Diam.	1" Diam.	$1\frac{1}{4}"$ Diam.	$1\frac{1}{2}"$ Diam.	$1\frac{3}{4}"$ Diam.	$1\frac{1}{2}"$ Diam.
$\frac{1}{8}"$	*	*
$\frac{3}{16}"$	*	*
$\frac{1}{4}"$	5.00	5.00	\$5.00
$\frac{5}{16}"$	5.00	5.00	5.00	\$5.00	\$6.25
$\frac{3}{8}"$	5.00	5.00	5.00	5.00	5.00	\$7.50	\$8.75
$\frac{7}{16}"$	5.00	5.00	5.00	5.00	5.00	6.00	8.75
$\frac{1}{2}"$	5.00	5.00	5.50	5.60	5.00	6.00	7.00	\$10.00	\$12.50	\$15.00
$\frac{9}{16}"$	5.50	5.60	6.95	7.00	7.00	8.00	12.50	15.00
$\frac{5}{8}"$	5.50	5.60	6.95	7.00	7.00	10.00	10.00	15.00
$\frac{3}{4}"$	6.00	6.20	7.65	8.30	9.65	11.10	10.00	12.00	\$20.00	\$25.00
$\frac{7}{8}"$	6.00	6.20	7.65	8.30	9.65	11.10	12.00	13.00	15.00	25.00
1	6.50	6.80	8.35	9.10	10.55	12.20	14.70	12.00	15.00	20.00
$1\frac{1}{8}"$	6.50	7.40	8.35	9.10	10.55	12.20	14.70	16.50	18.00	25.00	\$35.00
$1\frac{1}{4}"$	7.00	8.00	9.05	9.90	11.45	13.30	15.80	18.00	20.00	22.00	36.65	\$40.00
$1\frac{1}{2}"$	7.50	8.00	9.75	10.70	12.35	14.40	16.90	19.50	25.55	31.75	39.95	48.00	\$50.00	\$50.00
$1\frac{3}{4}"$	8.60	10.45	11.50	13.25	15.50	18.00	21.00	27.25	35.00	42.25	56.00	60.00	62.00	62.00
2	11.15	12.30	14.15	16.60	19.10	22.50	28.95	36.25	45.55	60.00	65.00	68.00
$2\frac{1}{4}"$	11.85	13.10	15.05	17.70	20.20	24.00	30.60	38.50	48.85	64.00	70.00	74.00
$2\frac{1}{2}"$	13.90	15.95	18.80	21.30	25.50	32.35	40.75	52.15	68.00	75.00	80.00
$2\frac{3}{4}"$	14.70	16.85	19.90	22.40	27.00	34.05	43.00	55.45	72.00	80.00	86.00
3	17.75	21.00	23.50	28.50	35.75	45.25	58.75	76.00	85.00	92.00
$3\frac{1}{4}"$	22.10	24.60	30.00	37.45	47.50	62.05	80.00	90.00	98.00
$3\frac{1}{2}"$	23.20	25.70	31.50	39.15	49.75	65.35	84.00	95.00	104.00
$3\frac{3}{4}"$	26.80	28.80	33.00	40.85	52.00	68.65	88.00	100.00	110.00
4	34.50	34.50	42.55	54.25	71.95	92.00	105.00	116.00
U.S.S. Threads Per Inch	40	32	20	18	16	14	13	12	11	10	9	8	7	7	6	6
"V" Thread Per Inch	40	32	20	18	16	14	12	12	11	10	9	8	7	7	6	6
Whitworth Thread Per Inch	40	32	20	18	16	14	12	12	11	10	9	8	7	7	6	6
S.A.E. Thread Per Inch	28	24	24	20	20	18	18	16	14	14	12	12	12	12
Extra Wrenches Each	*	*	\$0.03	\$0.04	\$0.05	\$0.06	\$0.07	\$0.07	\$0.08	\$0.10	\$0.12	\$0.15	\$0.15	\$0.20	\$0.20	\$0.20

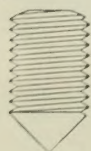
* Price upon application.

Every BRISTO Set Screw is guaranteed against defective material and workmanship.

STYLES OF POINTS FURNISHED WITH "BRISTO" SAFETY SET SCREWS



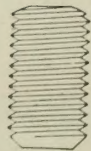
Cup Point



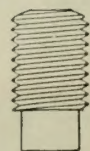
Cone Point



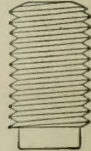
Round Point



Flat Point



Dog Point



Half Dog Point

BURROUGHS ADDING MACHINE COMPANY

DETROIT, MICHIGAN

SALES DEPARTMENT

Dear Sir:

"Which is faster?"

If you were shown two methods of doing the same work, this is probably the question that would first occur to you. Speed means dollars and cents.

On the inside pages of this folder are shown two methods for handling one of the most tedious jobs of bank clerical work. Judge for yourself which is faster.

Yours very truly

BURROUGHS ADDING MACHINE COMPANY

Which is Faster?

AMOUNT	INST	PAYER	ENDORSER
225.00	T.N.P.	S.Chicago Svgs Bank	Worcester Bk & Tr Co Worcester Mass

or

ENDORSER	PAYER	AMOUNT	INST
53	1 2 126	225.00	T.N.P.

The Numerical Transit System is 100% Efficient

THE ILLUSTRATION on the opposite page shows two methods of writing bank transit letters. The one above requires 70 manual operations. The one below requires only 11 operations and furnishes the same positive information.

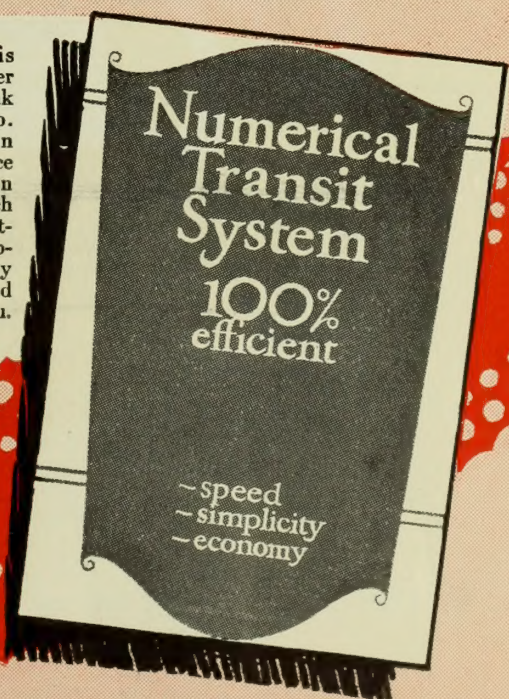
This is one reason why the advantages of the Numerical Transit System are immediately apparent to every banker.

To assist you in getting complete information regarding this system the Burroughs company has prepared a portfolio based on a recent survey conducted among banks using the complete Numerical Transit System. This portfolio not only contains the latest and most up-to-date methods of handling bank transit work but also describes the "Code," "Block," "Auxiliary Sheet" and "Combination" plans any one of which assures a numerical transit system that is 100 per cent efficient.

We believe this book contains information that will assist you in handling your transit work. If you would like to examine it, call the nearest Burroughs office or mail the attached post card.

BURROUGHS ADDING MACHINE COMPANY
DETROIT, MICHIGAN

At the right is illustrated the cover of the new Bank Transit Portfolio. It has not been possible to produce this portfolio in large quantities. Each Burroughs representative has been supplied with one copy that he will be glad to review with you.



Ask the
Burroughs representative
to review this Portfolio
with you

ALVAH BUSHNELL COMPANY

DURABLE FILING CONTAINERS FLAT AND EXPANDING

925-927-929 FILBERT STREET

PHILADELPHIA
"THE WORLD'S GREATEST WORKSHOP"

MADE FROM
PURE ROPE PAPERS
RED AND VARIOUS COLORS
ALSO No.1
MANILA JUTE STOCK
BUSHNELL'S
"PERFECTION" BINDING STRAPS

September 25, 1926
NB/LH

In replying, please refer to above date and Initials.

Southern Methodist University,
Dallas, Texas

Attention: Miss Marion G. Fottler,

Dear Miss Fottler:

Index:

"That which points out; that which
indicates, manifests or discloses."

- Webster

'Ever stop to consider the importance of the index in your filing system? Without it you would scarcely be better off than in the old days of pin-filing.

Have you that comfortable feeling of assurance that important letters in your files can be located - and quickly? You may have a more or less efficient index system, but one fact is certain - your index tabs in the file must show - if they do not, misfiling results with consequent loss of time in finding papers.

If you crowd a flat, non-expansion folder with an inch or two thickness of correspondence, you are pretty sure to draw the index down back of the papers. The extra inch or two of folder required at the bottom has to come from somewhere. Supposing you had a reserve two inches formed in the bottom of the folder for just such an emergency. Wouldn't that be better than drawing down the back and hiding the index?

The sample of our "Vertex" Pocket sent you, has an expansion of 1-3/4" at the bottom. That is why a Paperoid "Vertex" index tab is never "off the job" - it stands up to its work and has never been a "backslider" - it shows.

Don't forget - trial boxes of 50 at the hundred rate.

Very truly yours,
ALVAH BUSHNELL COMPANY
per *Alvah Bushnell*



KEEP UP
THE QUALITY

ALVIN KARPIS & COMPANY

DEAR MR. FILING CONTAINER

PLAT AND EXTENSION

222-223-224 ELM STREET

CHICAGO, ILL.

September 20, 1935

Dear Sir:

Eastern National University,
Dallas, Texas

Attention: Miss Marion E. Foster

Dear Miss Foster:

Index:

"That which points out; that which
indicates, manifests or discloses."

Webster

'Even so, to consider the importance of the in-
dex in your filing system? Without it you would scarcely
be better off than in the old days of pin-filing.

Have you that comfortable feeling of assurance
that important papers in your files are so located - and
delivered? You may have a more or less efficient index sys-
tem, but one fact is certain - your index tells you where the
papers are - if they do not, waiting results with con-
stant loss of time in finding papers.

If you owned a flat, non-expansion folder with
an inch or two thickness of correspondence, you are presu-
mably to draw the index down back of the papers. The extra
inch or two of folder required at the bottom has to come
from somewhere. Supposing you had a recessed two inches
formed in the bottom of the folder for just such an em-
ergency. Wouldn't that be better than drawing down the back
and hiding the index?

The angle of our "Verter" folder tells you, too,
an expansion of 1-3/4" at the bottom. That is why a
"Verter" folder index tab is never "off the job" - it
stands up to the work and has never been a "hickety-
tickety."

Don't forget - trial boxes of 50 at the bottom

Yours,

Very truly yours,
ALVIN KARPIS & COMPANY

per [signature]

Established 1864.

A. M. Byers Company,

Manufacturers of

Genuine Wrought Iron Pipe and Oil Country Tubular Products.

Pittsburgh, Pa.

Dear Sir:

"A spare and wiry little man, Scotch-Irish, stubborn and fiery all through - - - well, the making of good wrought iron was a principle with him.

Somebody suggested he would have to make steel pipe or bust.

"He shook his fist. He swore delightfully - it's an impressive matter of record - that he would make good wrought iron or bust.

"And he didn't bust -----."

You'll enjoy the story. "The Little Red Ball" is an industrial drama of unusual interest and significance; the story of an age-old industry which fought a losing battle against great odds, and finally won out on sheer merit.

It appeared in the World's Work. Donald Wilhelm wrote it. You'll find a copy enclosed.

We know you'll enjoy it. Perhaps you, or your company, might even profit by it. Here's hoping.

Sincerely yours,

A. M. BYERS COMPANY

L. M. Johnston,

Vice-President

Dear Sir:

"A spare and wiry little man, Scotch-Irish,
stubborn and fiery all through - - - well, the
making of good wrought iron was a principle with
him."

Somebody suggested he would have to make steel
pipe or bust.

"He shook his fist. He swore delightfully -
it's an impressive matter of record - that he would
make good wrought iron or bust."

"And he didn't bust -----."

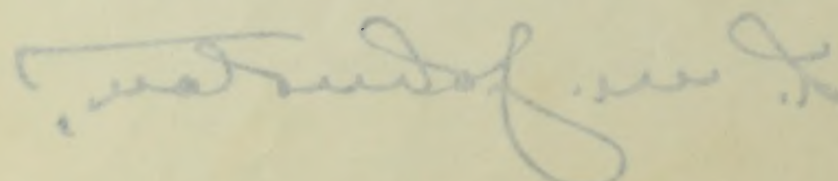
"You'll enjoy the story. 'The Little Red Bell'
is an industrial drama of unusual interest and signifi-
cance; the story of an age-old industry which fought
a losing battle against great odds, and finally won
out on sheer merit."

It appeared in the World's Work. Donald Williams
wrote it. You'll find a copy enclosed.

We know you'll enjoy it. Perhaps you, or your
company, might even profit by it. Here's hoping.

Sincerely yours,

A. M. BYERS COMPANY



Vice-President

HUMIDIFYING
DEHUMIDIFYING
COOLING
AIR WASHING
AND LOW TEMPERATURE
DRYING

AUTOMATIC
TEMPERATURE
AND HUMIDITY
REGULATION

HEATING
VENTILATING
INDUSTRIAL
PIPING

Carrier Engineering Corporation

Specialists in Air Conditioning and Drying Equipment

Offices and Laboratories

750 Frelinghuysen Ave.

Newark, N.J.

TELEPHONE TERRACE 3600

Dec. 14, 1926.

CABLEGRAMS
CARICOR
NEW YORK

OFFICES AND LABORATORIES
750 FRELINGHUYSEN AVE.
NEWARK, N.J.

AND
BOSTON
BUFFALO
CHICAGO
PHILADELPHIA
NEW YORK

Marion G. Fottler, Head,
Department Secretarial Training
DALLAS SCHOOL OF COMMERCE,
Dallas, Texas.

Dear Miss Fottler:-

Perhaps most of the sample letters which you will receive as the result of the type of request which you sent to us will be brief and pointed business letters. We believe, however, that occasionally a certain type of appeal may justify a letter extending over two or more pages. As a matter of interest then, we are sending you a copy of a rather long letter sent out by our office. We are also sending several issues of our publication the Weather Vein with a copy of our booklet, Theatre Cooling.

We hope that you will find this material of interest and useful to you in the study which you are making.

Very truly yours,

CARRIER ENGINEERING CORPORATION.

D. C. Lindsay

D. C. Lindsay, Physicist.

DCL/LH
enc.

Garrett Engineering Corporation

Specialists in the design and construction of

air conditioning and heating equipment

and related mechanical systems

New York, N.Y.

C O P Y

July 28, 1926.

Mr. Waite Phillips,
Bartlesville,
Oklahoma.

Dear Mr. Phillips:-

Through a very roundabout way, we have learned that you are about to erect a large new home in Bartlesville. We have also been informed that you would consider as a very desirable feature in this home, some means of making it comfortable the year round, as to temperature and humidity.

We have been waiting for just such an opportunity to propose to a home owner in your section of the country, that he resort to controlled air conditioning to make his home a livable, comfortable place every day in the year regardless of the season or of outdoor weather conditions.

For your information, our organization has been the pioneer during the past 20 years in the science of air conditioning; that is, in controlling temperature, humidity, air purity and air circulation within buildings. This science found its early growth within industries such as, textile mills, paper plants, printing plants and many others in which the materials handled are highly sensitive to variations in air conditions.

It is only within the past eight or ten years, that we have been called upon to apply the practice of air conditioning primarily for the comfort of people within factories, public buildings and homes. However, the practice as applied for creating comfortable living conditions is backed by our long experience in industrial applications.

Theatres are very rapidly turning to air conditioning equipment as a means of establishing controlled conditions of health and comfort. In this field, we have been the leaders. In Dallas, Texas, you will find our system in operation in the Palace Theatre; in Houston, in the Texan Theatre; in San Antonio, the system will be in operation in the New Texas Theatre, which is now almost completed.

Office buildings and apartment houses, are also beginning to consider means of creating and controlling constant and comfortable conditions of temperature and humidity as an important asset to the building. The Patterson building in ~~Los Angeles~~, has recently installed our equipment. *→ Fresno, California*

To the man who is making a large investment in a home, it seems to us, that an additional investment in order to make that home a comfortable, livable place every day in the year, where he might work and rest and smile at the weather, should prove a very attractive feature.

There need not be the slightest doubt in your mind that we can produce within any part or all of your house, a temperature of 75° together with humidity controlled at the point of maximum comfort which has been established by very thorough research. We have been doing this for years. The only point in question is, do you want to consider an investment which will be perhaps small as compared with the amount which you propose to place into the building, in order to equip your house in the manner which we have described?

Mr. H. N. Slater, has such equipment in his fine old home at Locust Valley, New York, and we believe that he will assure you that the equipment makes his home more comfortable in the Summer than any resort, in which he ~~could~~ *might* take refuge south of northern Canada. The installation in his home is an interesting one. The equipment is so designed that the supply of cooled, dehumidified air can be given to the dining room and drawing room or, can be switched to the sleeping quarters. This is a piece of economy in the size *and* capacity of the equipment.

During the Summer, the air is cooled and its humidity reduced by passing it through a spray chamber to which cold well water is supplied.

During the Winter, the air is warmed and some humidity is added to the air by tempering the water within the spray chamber.

The control of the moisture content or the humidity of the air is very important in Winter and Summer. During the Summer, it is desirable to reduce the humidity in order to remove the muggy feeling which is a common characteristic of Summer weather.

During the Winter, it is quite as important to largely increase the humidity of the air because the air which we take from outdoors, carries very little

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moisture with it. When it is warmed to comfortable temperatures within the house, the result is to produce an exceedingly dry atmosphere which tends to parch and irritate the mucous membranes of the nose and throat and thus to form an ideally irritated surface for the start of colds.

The same equipment which provides for cooling and dehumidifying in the Summer time, warms and humidifies the air supplied to the house in the Winter.

Unless you have a supply of somewhat over 100 gallon of well water at approximately 50°, it would be necessary to include in the equipment, a small refrigeration machine to cool the water for the spray chamber during Summer operation.

We have written to you because we think this should be interesting to you and it would certainly be interesting to us to introduce our system of Manufactured Weather into your section of the country by making an installation in your proposed new home.

We maintain an engineering office at #505 Manufacturers Exchange Building, Kansas City, Missouri, where we are represented by Mr. Herman Worsham and Mr. Edgar S. Miller. This is the office that would give consideration to your problem. If you will communicate with that office directly or, with us, we shall be very pleased to have one of our representatives meet with you and your architects at your convenience.

We are sending with this letter, some literature which we hope will further enlighten you on the extensive application of our science of air conditioning. We hope that this letter and the literature will interest you and that we may have the opportunity to discuss in detail, an installation for your home.

Very truly yours,

CARRIER ENGINEERING CORPORATION

D. C. Lindsay, Physicist.

DCL/LH

Business conditions in Coral Gables are good. Many home owners who have been accustomed to spending several months of both summer and fall in the north are returning earlier than usual this year. The present trend, according to our Chamber of Commerce surveys, indicates that we will have one of the best winter seasons this district has ever known.

Reports from Steamship and Railroad officials are to the effect that they are planning for capacity travel from the north. This is true not only in the northeast section of the country, but in the northwest section as well.

In the past month, the Coral Gables Chamber of Commerce has received hundreds of inquiries from northern people, who write that they intend to escape the blasts of the coming winter by coming to this section.

The building permits in Coral Gables show great activity in this line.

The Coral Gables Sales Corporaton and independent realtors and constructors of Coral Gables report hundreds of thousands of dollars worth of business since November 1st. In addition to this, homes are being sold in large numbers, and new business buildings nearing completion, in some instances, are booked to capacity.

Coral Gables, self contained city that it is, with its growing population, shows a growing need every day for varius lines of business. The merchants and professional men here report increasing activity in all lines.

Of course, it is always best for any one to look personally over any field before entering it. If it is possible for you to do so, we believe that it would pay you in the interest of business to come down here this winter and see for yourself what Coral Gables and the entire Miami District has to offer in the way of business opportunity.

Very truly yours,
CORAL GABLES CHAMBER OF COMMERCE,

J. P. Yoder, Secretary.

1. The first section of the report is devoted to a general survey of the situation in the country. It is a very interesting and well-written account of the state of the country at the present time. The author has done a great deal of research and has gathered a large amount of material. The report is a valuable contribution to the knowledge of the country.

2. The second section of the report is devoted to a detailed account of the political situation. It is a very interesting and well-written account of the state of the country at the present time. The author has done a great deal of research and has gathered a large amount of material. The report is a valuable contribution to the knowledge of the country.

3. The third section of the report is devoted to a detailed account of the economic situation. It is a very interesting and well-written account of the state of the country at the present time. The author has done a great deal of research and has gathered a large amount of material. The report is a valuable contribution to the knowledge of the country.

4. The fourth section of the report is devoted to a detailed account of the social situation. It is a very interesting and well-written account of the state of the country at the present time. The author has done a great deal of research and has gathered a large amount of material. The report is a valuable contribution to the knowledge of the country.

5. The fifth section of the report is devoted to a detailed account of the military situation. It is a very interesting and well-written account of the state of the country at the present time. The author has done a great deal of research and has gathered a large amount of material. The report is a valuable contribution to the knowledge of the country.

6. The sixth section of the report is devoted to a detailed account of the cultural situation. It is a very interesting and well-written account of the state of the country at the present time. The author has done a great deal of research and has gathered a large amount of material. The report is a valuable contribution to the knowledge of the country.

7. The seventh section of the report is devoted to a detailed account of the foreign relations of the country. It is a very interesting and well-written account of the state of the country at the present time. The author has done a great deal of research and has gathered a large amount of material. The report is a valuable contribution to the knowledge of the country.

8. The eighth section of the report is devoted to a detailed account of the future of the country. It is a very interesting and well-written account of the state of the country at the present time. The author has done a great deal of research and has gathered a large amount of material. The report is a valuable contribution to the knowledge of the country.

9. The ninth section of the report is devoted to a detailed account of the conclusion of the report. It is a very interesting and well-written account of the state of the country at the present time. The author has done a great deal of research and has gathered a large amount of material. The report is a valuable contribution to the knowledge of the country.

THE WHITE HOUSE
WASHINGTON

October 2, 1926.

My dear Mr. Lawrence:-

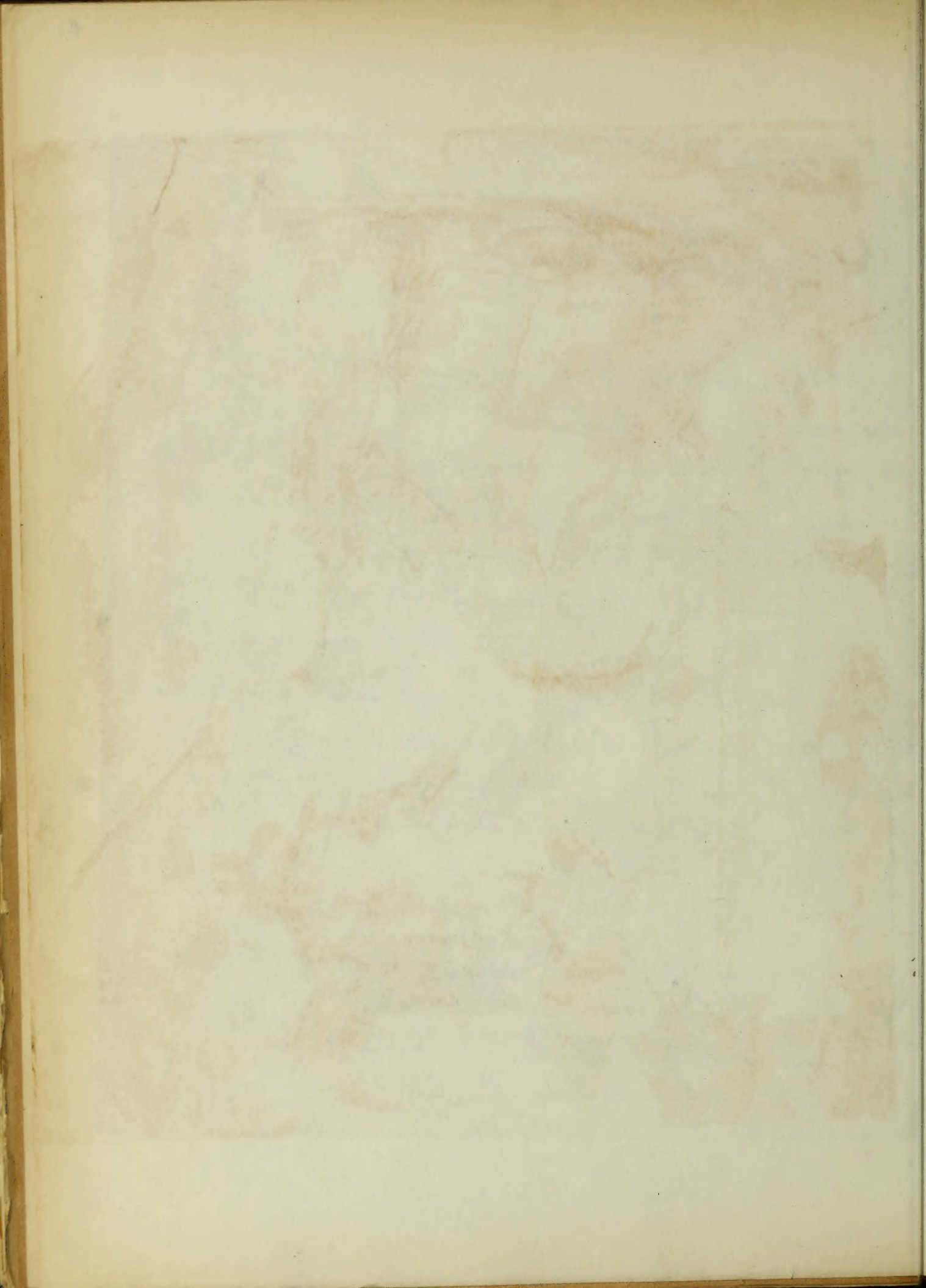
your making
a daily topical survey of all the
bureaux of the National Government,
grouping related activities, is a work
which will enable our citizens to
understand and use the fine
facilities the Congress provides for them.

Such a survey will be useful to
schools, colleges, business and professions
here and abroad, wherever there is
interest in the practical working
of our government.

Yours,

Calvin Coolidge.

Mr. David Lawrence, President,
"The United States Daily,"
Washington, D. C.



THE CORPORATION TRUST COMPANY

120 BROADWAY

NEW YORK

KENNETH K. McLAREN PRESIDENT
RAYMOND NEWMAN VICE PRESIDENT
HORACE S. GOULD VICE PRES. & SECY.
B. STAFFORD MANTZ TREASURER
NORMAN H. McLAREN ASST. TREASURER
NORMAN J. Mac GAFFIN ASST. SECRETARY
JOHN R. TURNER ASST. SECRETARY

TRUST AND TRANSFER DEPARTMENT

THOMAS F. BARRETT TRUST OFFICER
TRACY S. BUCKINGHAM ASST. TRUST OFFICER
ERNEST J. KING ASST. TRUST OFFICER
JAMES A. BLAKELY ASST. TRUST OFFICER
FREDERICK J. WHITE ASST. TRUST OFFICER

ORGANIZATION DEPARTMENT

ALLEN E. MOORE ASST. SECRETARY
R.V. W. VANDERVOORT ASST. SECRETARY

INCOME TAX DEPARTMENT

WILLIAM P. POWELL ASST. SECRETARY
JUSTUS L. SCHLICHTING ASST. SECRETARY

JOHN H. SEARS ATTORNEY

GEORGE C. HOLTON COUNSEL



AFFILIATED WITH
THE CORPORATION TRUST COMPANY
SYSTEM ORGANIZED 1892
15 EXCHANGE PLACE
JERSEY CITY, N. J.

CHICAGO
PHILADELPHIA
PORTLAND
ST. LOUIS
WILMINGTON
WASHINGTON
PITTSBURGH
LOS ANGELES
DETROIT
KANSAS CITY
MINNEAPOLIS
CLEVELAND

BOSTON
CORPORATION REGISTRATION CO.

ALBANY, N. Y. 25 WASHINGTON AVE.,
FREDERIC J. KNORR, AGENT

BUFFALO, N. Y. 524 ELLICOTT SQUARE BLDG.
GEORGE F. JEBBETT, AGENT

October 25, 1926.

Dear Sir:-

That vexing question --

- what method of handling this transaction will be most favorable in point of taxes?
- will we have to include this in our next income tax return?
- will this be deductible from income for tax purposes?
- are we entitled to a refund on any of our past years' taxes?
- are we including ALL the expenditures we are entitled to in figuring the statutory cost of this property?
- and all those many tax questions that arise throughout the year --

-- can be answered! Can be answered quickly -- OFFICIALLY -- if you have The Federal Tax Service. See the enclosed pictorial explanation of how easily you can go, and go straight as the crow flies, to the very latest official, CONTROLLING ruling.

In spite of the almost constant flow of new decisions by the Board of Tax Appeals, and by the courts, and new regulations and rulings, this Service keeps up with every change and accurately reflects, any moment you consult it, the exact official attitude of the Government at that moment towards the matter which interests you. And furthermore, and tremendously important to you, a constantly revised Cumulative Index makes it possible for you to KNOW -- beyond the shadow of a doubt -- that you are not missing a single new or amplifying or amendatory ruling or decision on your question, no matter how recent. Don't fail to note in the pictorial explanation enclosed how this result is accomplished.

We all used to think that income and other Federal taxes were something we had to worry about once a year. We know better now. We all know now that every transaction, almost, needs to be considered, BEFORE it is closed, in the light of its effect on taxes.

At one time we began to believe that the general principles and precedents were becoming so established and settled, and rates so reduced, that we could relax our vigilance. But now we know that shades of variation between various transactions are almost unending and each shade of variation may change the status of the transaction for tax purposes and that reductions in rates mean most to those who keep thoroughly informed.

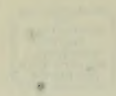
There is only one SURE way to exercise perfect care in your own tax matters and that is to let The Federal Tax Service show you the proper procedure to be followed in each transaction and the latest rulings and decisions on every one of your questions. To be without The Federal Tax Service in 1927 is to be without assurance that you are avoiding tax extravagance. The cost is but little more than a dollar a week, the bill not due until January 1, 1927. Why not be safe and use the enclosed order card now?

Yours very truly,
THE CORPORATION TRUST COMPANY.

THE CONSTITUTIONAL PARTY

120 BROADWAY

NEW YORK



January 10, 1901

My dear Sir,

I have the honor to acknowledge the receipt of your letter of the 8th inst. in relation to the proposed amendment to the Constitution of the United States, and in reply to inform you that the same has been forwarded to the proper authorities for their consideration.

The proposed amendment is as follows: "The Congress shall have the power to lay and collect taxes on incomes, from whatever source derived, such taxes not to exceed three per centum on the annual income of any individual, and not to exceed five per centum on the annual income of any corporation or other entity."

I am, Sir, very respectfully,
Your obedient servant,
J. M. [Signature]

Very truly yours,
J. M. [Signature]



CRAWFORD-WILLIAMS COMPANY

Baum Boulevard at Liberty
PITTSBURGH, PA.

#1

91

Mr. Lewis W. Hicks,
5812 Fifth Ave.,
Pittsburgh, Pa.

Dear Sir:

The fine mettle of a thoroughbred, the surefootedness of a polo pony. That's the Wills Sainte Claire Gray Goose Traveler.

Designed by C. Harold Wills, eminent automotive engineer and metallurgist, this car quickly took its place among the leaders in America's most highly competitive industry.

In terms of actual value and advantage to you it means the possession of superior performance, the increased esteem of your associates and the conscious approval of your acquaintances.

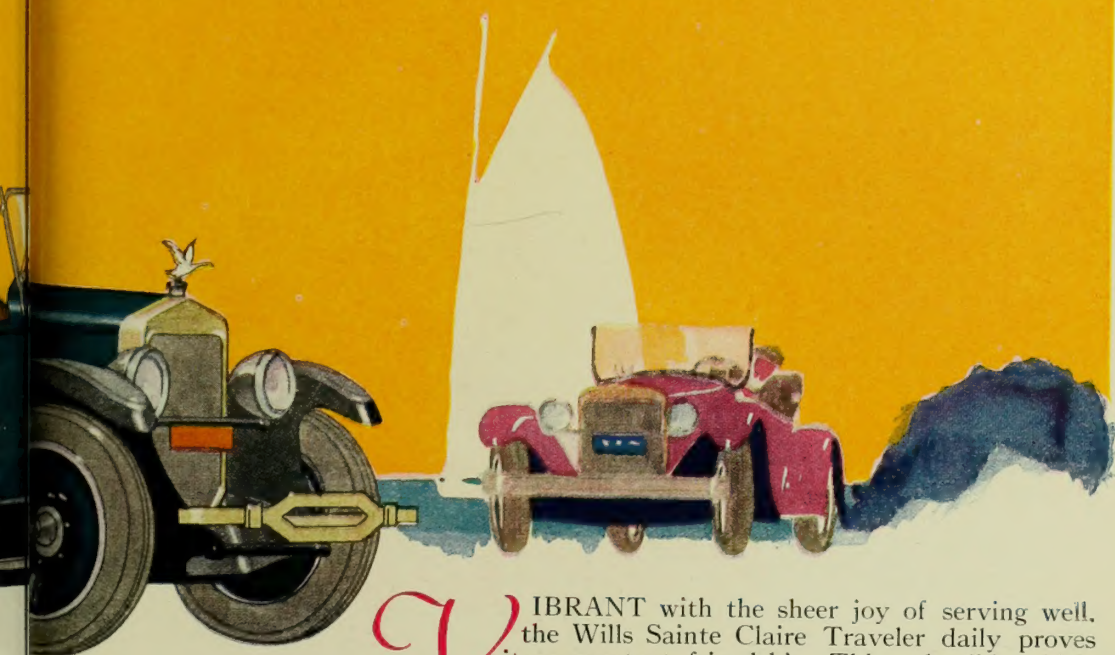
If you will ride with me tomorrow, or any other day soon, I can show you how easy it is to add this distinguished motor car to your "stable".

Cordially yours,

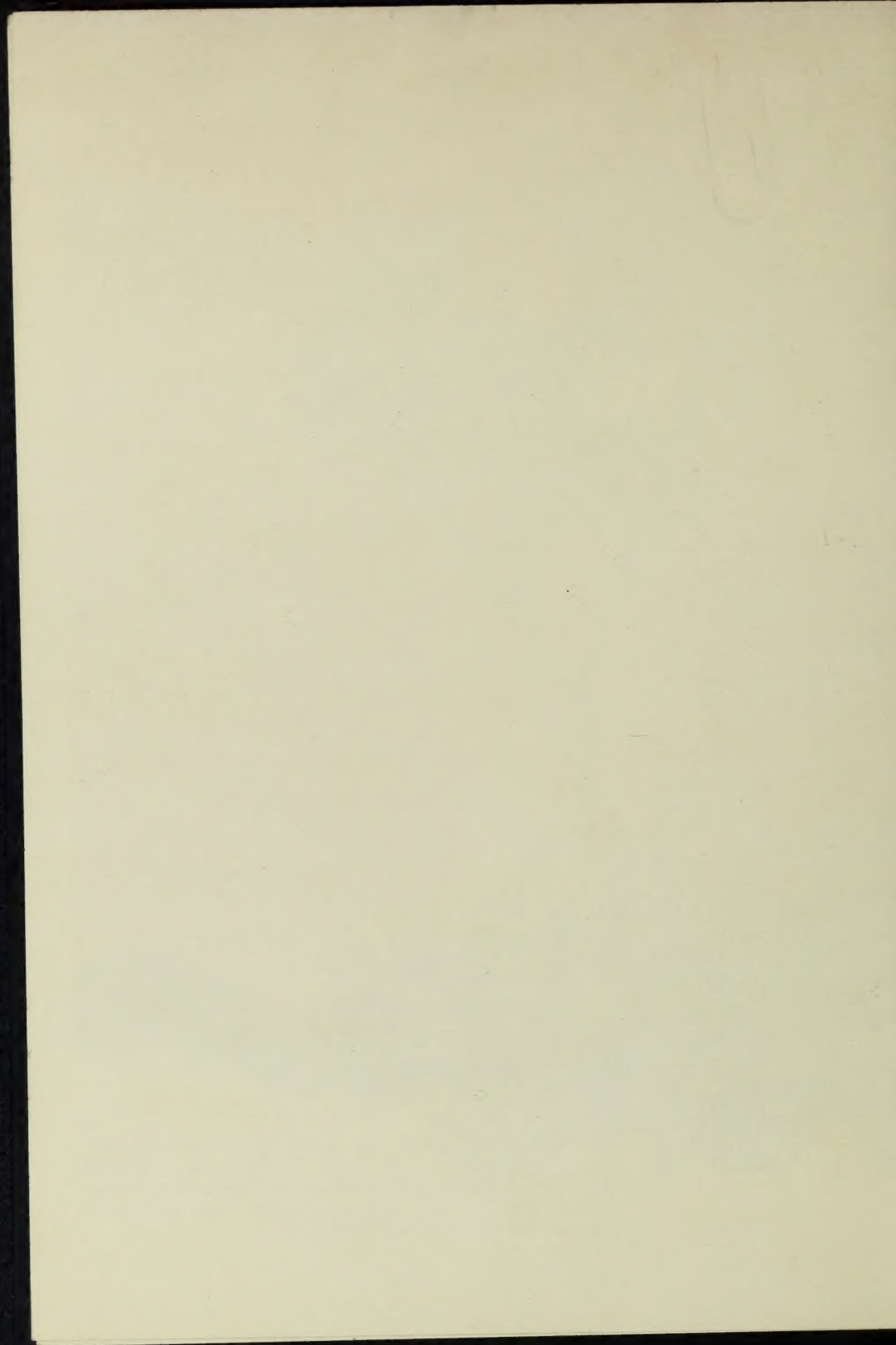
Crawford-Williams Company

President





VIBRANT with the sheer joy of serving well, the Wills Sainte Claire Traveler daily proves its competent friendship. This splendid vehicle will uphold your faith against all odds and repay your confidence an hundred-fold.





CRAWFORD-WILLIAMS COMPANY

Baum Boulevard at Liberty

PITTSBURGH, PA.

Mr. Lewis W. Hicks,
5812 Fifth Ave.,
Pittsburgh, Pa.

Dear Sir:

A talk, a plan, a sudden dare. A map,
goodbye -- then Wills Sainte Claire.

What an opportunity for joy!

Off on the wings of the morning, with
carefree unconcern and a mind attuned to come
what may.

Beside you in the cockpit of your Gray
Goose Roadster sits a chosen companion, as eager
as you in the pursuit of happiness.

Boldly appear the snowy puffs of clouds,
in a land that seems all sky. Romance is rife;
adventure, crouching low, waits in ambush at the
trail's end.

When will you ride, and talk, with me?

Cordially yours,

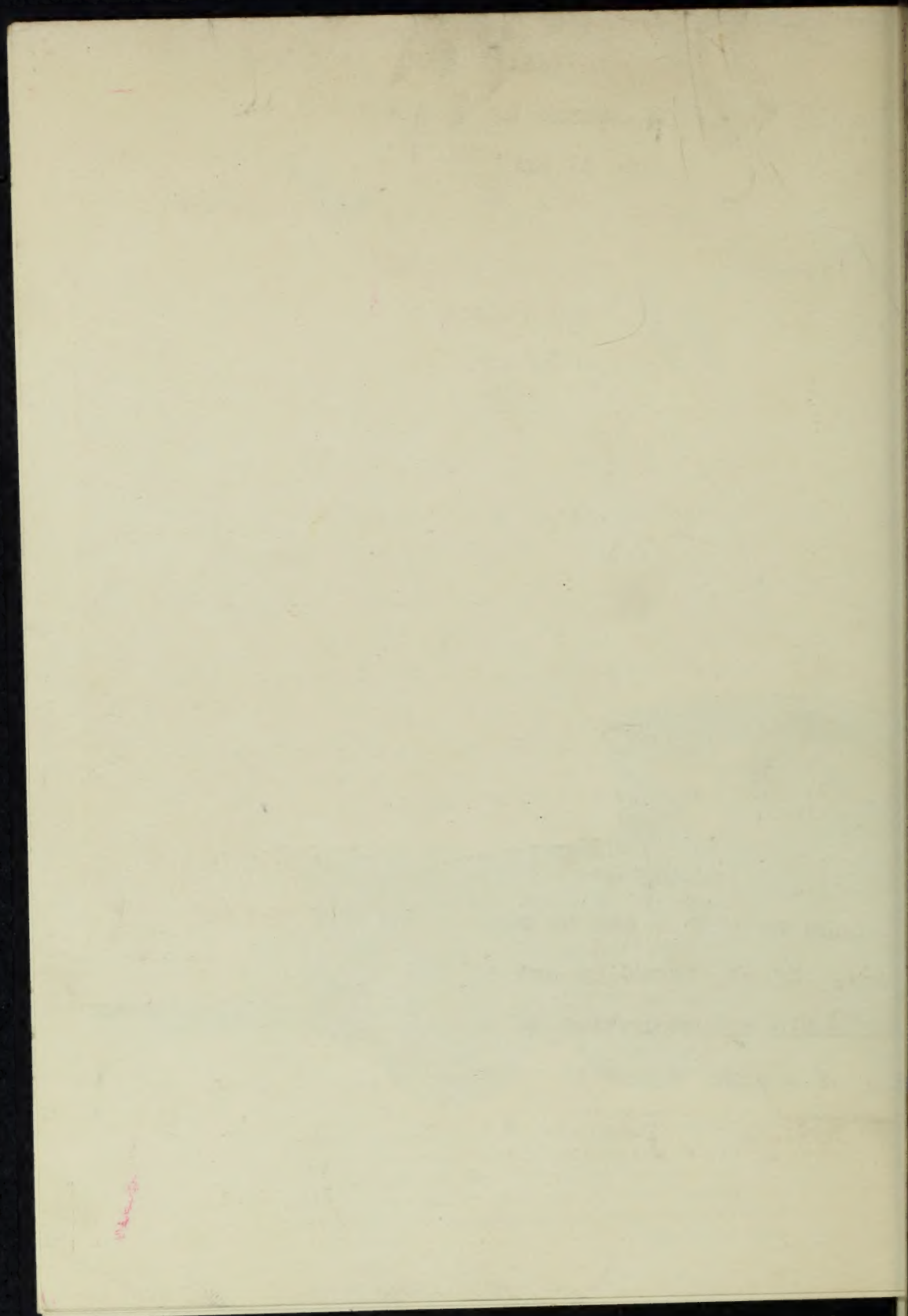
Crawford-Williams Company

President





A SWIFT vivacious run on winding ribbons of cement—
past winking lakes and meadows aglow with sunlight.
Then on still farther over long deserted pikes and
pebbled trails 'till you come to the Land of Make
Believe where imagination rules supreme and youthful dreams
begin to live again!



CURTIS COMPANIES SERVICE BUREAU

Clinton, Iowa

Homebuilder:

Don't you think that the little courtesies we have the opportunity of extending in our everyday life create a better feeling all around?

Will you do us a favor?

Will you let us know whether or not you found what you wanted in the booklet we sent several weeks ago?

We shall be glad to give you further information or suggestions if you need them, or to send you further literature covering other items of Curtis Woodwork or Better Built Homes.

Of course, you do not want us to continue sending you literature if you have given up the idea of using Curtis Woodwork. Neither do we wish to annoy you by doing so.

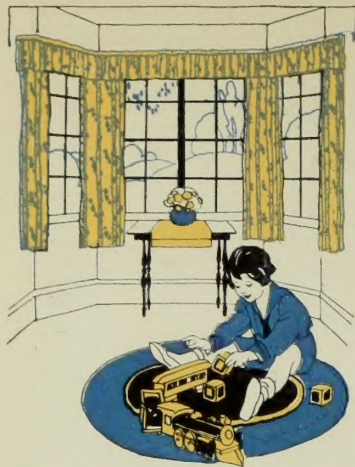
Will you tell us whether or not we may expect your order, through your lumber dealer? You may use the other side of this letter for your reply. We shall try to answer any questions about homebuilding that are proving bothersome. An envelope, already addressed, is attached for your convenience.

Very truly yours,

CURTIS COMPANIES SERVICE BUREAU



CURTIS



Captured breezes from every direction, and sunshine making checkered shadows over the floor, bring the glory of outdoors into the house.

Woodwork Ma

SOMETIME during the planning and building your home you will come to the consideration of the woodwork for it. The woodwork of a home is like the motor of a car—little noticed unless it is *wrong*—but all-important. In fact, the woodwork is so important a part of the comfort, the beauty, and hence the economy of your home, that it should be taken into account, even before the floor plans are decided upon.

In the Curtis Better Built Homes plan books, every plan has been carefully worked out to include the *right* woodwork—of correct type

The Trademark CURTIS Means Quality

THERE are people who still think all the woodwork in a house is laboriously constructed by carpenters on the job. They do not realize that better articles can be made in the well-equipped Curtis factories, by skilled craftsmen.

Everywhere you will find that folks now use Curtis Woodwork as the standard for measuring the quality of interior finish: "It isn't as well-made as Curtis," or "The Curtis design looks better," or "A corner closet like the Curtis one." Do you know why?

For nearly 60 years the Curtis institution has been making woodwork, always with the intent to make the very best. To this experience is now added good design, the work of architects recognized as authorities in interior details. Curtis Woodwork continues to please year after year, because it is made, piece by piece, in the best way so far devised, out of the right materials, in pleasing designs, and with exacting inspection before it is stamped with the Curtis trademark, fit for a lifetime of service.

Curtis Woodwork is standardized, but that does not suggest wholesale quantities of articles of doubtful quality. It means instead, specialization on a limited number of really fine designs of the best materials, so that you can buy quality woodwork at reasonable cost and get prompt deliveries.



There's a glint of glass and silver, with old brass and pewter ware in the new-old-fashioned corner closets, reminiscent of "grandmother's house in the country."

Good Below the Surface

Consciously or unconsciously, you notice the maker's name on food containers or in garments before making your selections. You feel that certain names relieve you of the responsibility of carefully looking into the below-surface qualities. If this is true with everyday things, how much more important it is to be sure of the woodwork which is to be a permanent part of your home. Woodwork by Curtis has that quality through and through, and that refinement of design, which you would expect from a manufacturer of such high standing and long experience.

To look on the dainty convenience of Within arm's reach, accessories that

er Mars a Home

monize with the architecture of the house, in stock and Curtis quality. But whether you use a Curtis or not, whether you are thinking of building a whole or just adding a built-in cupboard or two, it will you to see your local Curtis dealer.

see your pet ideas built into a new house or rebuilt in old one is like making dreams come true. But dreams do not come true unless you use woodwork of best quality—not necessarily more expensive, but recognized at once by all your friends as "quality."



Books that belong to the very house welcome us with friendship as warm and as real as the human hospitality that's there.

Get Curtis Woodwork in Your Own Town

THE Curtis Companies do not sell "ready-cut" houses, nor any building materials except Woodwork—specializing in standardized architectural doors, windows, frames, trim, porch material, moldings, stairs and permanent furniture.

Curtis Woodwork is sold only through local retail lumber dealers. Prices are quoted only through lumber dealers. There are Curtis dealers in most towns, but if you do not know of one in yours, go to your regular lumber dealer. He can get Curtis Woodwork for you. Your architect or contractor recommend it, too.

No matter what you plan to do which requires woodwork, it will pay you to study the Curtis catalog, "Architectural Interior and Exterior Woodwork, Standardized," in your lumber dealer's office. It is a large bound volume, which cannot be sent to individual homebuilders, but you may consult your dealer's copy freely.

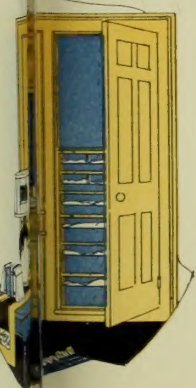
It is full of ideas and suggestions for you, to make your home more attractive and liveable. Whether you buy one door, a mantel, or woodwork for an entire house, you will find Curtis Woodwork that fits your needs, your tastes, and your purse, and which you will be proud to have.

Look for this Trademark 1866 **CURTIS**

Curtis Woodwork is so often imitated that it is wise to look for the trademark on each piece—"1866," the year we started with the intent to make the best possible woodwork, and "Curtis," the name we jealously guard by careful inspection of every piece produced. This mark identifies every genuine piece of Curtis Woodwork. Many imitate Curtis designs, and some claim to be "just as good." But without this trademark you do not get Curtis quality—an intrinsic value that unites appearance, utility, and Curtis intent.



Here hurried breakfast or solitary lunch has new charm to delight the "inner man," be it in bride's cottage or squire's mansion.



Look for this trademark on every new day. Space, are all the

USE THE SPACE BELOW IN TELLING ABOUT YOUR BUILDING PL

LETTERS COST CURTIS STORE 17-9 CENTS EACH

Reach Customer Twice a Month
at Annual Expense of
42 2-3 Cents

AVERAGE TRADE PER
CUSTOMER \$60 YEARLY

Rainy Days Provide Employes'
Time and So Cut
Labor Cost

Butler, Tenn., March 1.—The father of Finley P. Curtis, vice president of F. P. Curtis & Sons, founder of the business, was not much of a believer in advertising. In fact he regarded the son's first efforts as heading the store for almost certain ruin.

As a matter of fact when Finley began to take hold the store was on the verge of collapse. Working against such odds in a little 30-by-40 store-room and in a town of 1000 persons, with a trading population of 2500, the son pushed the volume up to \$50,000 in 1919.

"Some people have the idea," declared Mr. Curtis, "that advertising is a waste of time and money. It is neither. Advertising of the right kind is extra profit."

Direct-mail advertising is the particular hobby of Mr. Curtis.

The store installed its direct-mail advertising plan in 1919. At that time it cost about \$400. Today a similar plant could be bought for \$250. It consists now of one Multigraph Junior No. 40, hand operated, one typesetter, ribbons, ink, paper, etc.

The work was done on dull rainy days, when Mr. Curtis had nothing especially to do. Later the typesetting was turned over to one of the clerks who became very proficient in the work.

In spite of the paternal injunctions, the store's advertising matter went out steadily, and the trade increased and soon the firm had to move into the center of town into a much larger building.

"The next and last move we made," said Mr. Curtis, "was into a two-story modern concrete building—the finest in two counties—the dream of my father for many years."

"Our advertising campaigns cost us comparatively little. Let me give you an idea of actual cost, based on facts and figures:

500 sheets of good paper (size 8½x11), including cutting and delivery charges\$2.05
500 envelopes to match (6¾), including delivery charges 1.80
500 1-cent stamps 5.00

Total cost of mailing 500 letters \$8.85

"This makes the actual cost of one letter per individual only 17-9 cents, or, estimating the cost per individual per year on a basis of two letters a month, only 42 2-3 cents. Our sales records generally show an average sale of \$60 per customer per year. I am estimating these costs on the basis of a certain mailing list of names numbering 500 customers and prospects. No salary or costs of work and time are included in the estimate, for the work is all done without the loss of extra time or without the expense of extra help. As I said before, there are enough dull, rainy days in the year to give the average retailer time and opportunity to do the work himself or let the store help do it."

quote.

A "Bird" in the Hand



Dayton, Ohio.

Dear Sir:

Our new Catalog is a bird and should be in your hand right now. If it isn't, then one of two things has happened.

It was lost in the mails, or you were busy when it came in and laid it aside temporarily - expecting to order from it later.

When you first asked us to send this Catalog of "Perfect Stroke" Brushes and Supplies to you - you must have been really in need of some new equipment.

If you have the Catalog, the easiest way to find out about Daily's Brushes and Supplies is to make up a trial order and send it in. There is an order blank in the front and back of the Catalog.

You run no risk. We will instantly refund your money if you are not satisfied with any of your purchases.

Will you look through the Catalog and send in your order NOW - please?

Address your order to me personally,

BERT L. DAILY.

**SEND YOUR
ORDER
TODAY**

126 TO 130
E. THIRD ST.

Bert L. Daily
The House of "Perfect Stroke" Brushes and Supplies

DAYTON,
OHIO.

BLD:RL

A "Bird" in the Hand



Dayton, Ohio.

Dear Sir:

Our new Catalog is a bird and should be in your hand right now. If it isn't, then one of two things has happened.

It was lost in the mail, or you were busy when it came in and laid it aside temporarily - expecting to order from it later.

When you first asked us to send this Catalog of "Perfect Broke" Brushes and Supplies to you - you must have been really in need of some new equipment.

If you have the Catalog, the easiest way to find out about Daily's Brushes and Supplies is to make up a trial order and send it in. There is an order blank in the front and back of the Catalog.

You run no risk. We will instantly refund your money if you are not satisfied with any of your purchases.

Will you look through the Catalog and send in your order NOW - please?

Address your order to me personally,

BERT L. DAILY.

SEND YOUR
ORDER
TODAY

125 TO 130
E. THIRD ST.
DAYTON,
OHIO
Best L. Daily
The House of Perfect Broom Brushes and Supplies

END: HL

#1

CHRISTIAN C. WEICHEL, PRESIDENT
ERNEST R. TENNANT, VICE PRES. & CASHIER
L. C. MCBRIDE, VICE-PRESIDENT
J. O. HUMPHREYS, ASS'T CASHIER

Illegible signature

O. A. MANGRUM, ASS'T CASHIER
JOE AGEE, ASS'T CASHIER
RALPH E. HAMMAN, ASS'T CASHIER
J. W. SHULL, AUDITOR

No.20

Dallas Trust & Savings Bank

OLDEST STATE BANK IN DALLAS

CAPITAL ONE MILLION DOLLARS

DALLAS

March 3, 1927

Miss Marion G. Fottler,
3428 Haynie Avenue,
Dallas, Texas.

Dear Miss Fottler:

We are pleased to acknowledge receipt of check of the Southern Methodist University payable to your order in the sum of \$250.00 drawn on the American Exchange National Bank of this city.

You will find enclosed herewith duplicate deposit slip showing that we credited your account with us for a like amount under date of March 1st.

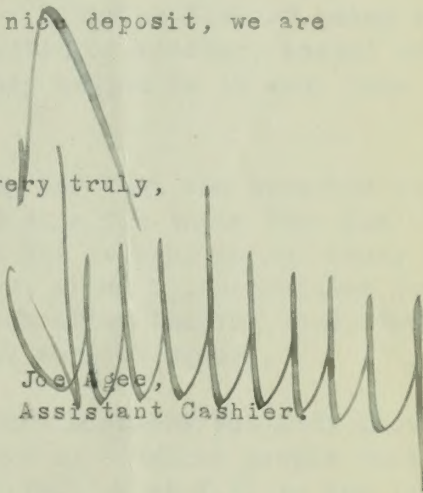
Thanking you for this nice deposit, we are

Enc.
dup. dep. slip

Yours very truly,

JA:JLG

Joe Agee,
Assistant Cashier.



FRANK E. DAVIS FISH COMPANY

PACKERS, IMPORTERS AND DISTRIBUTORS

Salt Mackerel

Codfish, Fresh Lobster, Etc.

MAIL ORDER DEALERS

FOUNDED IN 1885

INCORPORATED IN 1905

Gloucester, Mass.

Nov. 4, 1926.

Dear Mrs. Lackey:

I'm just an old-fashioned fisherman - don't know much about details of business - but I haven't heard from you since writing you last and I just thought that perhaps if I made you a real special offer it might at least give me a chance to prove to you the unusual high quality of the fish I am sending to my customers all over the country. I know you like silverware and I'm sure that the fork I sent you pleased you if you're like most women who wrote me. So, just in order to induce you to accept one of the special offers I'm making, I'll do this - for only a dollar extra I'll send you five more forks. How does that strike you?

This means that if you order any one of the assortments shown on the inclosed circular, you can have five of these handsome salad or fish forks for only a dollar. This is less than the wholesale price of this silver and you save enough on the silver to make the fish cost practically nothing.

The reason I make this offer is because I started my business many years ago as a result of people trying my fish. I had no idea of going into this business, but when friends of mine, who visited Gloucester, tasted the fish I picked out, they liked it so well that they begged me to send them some when they got back home.

There isn't anything in the world I can say that can describe the wonderful taste of my fish. All I know is that once you taste them you'll be a steady customer. That's why I don't even ask you to send me any money in advance. I want you to try my Mackerel, Lobster, or my Get-Acquainted Assortment without risk on your part. If you like them after tasting them, then pay me. If you don't, return what is left and we'll call it square.

As I said before, I don't know much about business but I do know that this "try before you buy" plan is the simplest way to convince people that Davis fish really is unusual and is worth sending away for. Just fill in the inclosed card, checking the assortment you want me to send you, and I'll send the five forks right away.

I am over seventy-five years old and the greatest pleasure I get out of life is making people happy by sending them the finest food delicacies the sea affords. Won't you let me make you happy?

Cordially yours,

Frank E. Davis, Pres.
Frank E. Davis Fish Company
GLOUCESTER selling fish exclusively direct to the consumer

Right from the
Fishing Boats to you

FRANK E. DAVIS FISH COMPANY

Salt Water

Good Fish

Small Green

Good Fish

Small Green

I'm just an old-fashioned fisherman - don't know much about business
of business - but I haven't heard from you since writing you last and I just
thought that perhaps if I made you a real special offer it might at least give
me a chance to write to you the unusual high quality of the fish I am sending
to my customers all over the country. I know you like silverfish and I'm
sure that the fish I send you pleased you if you're like most women who write
me. So, just in order to induce you to accept one of the special offers I'm
making, I'll do this - for only a dollar extra I'll send you five more fish.
How does that strike you?

This means that if you order any one of the assortments shown on the
enclosed statement, you can have five of these handsome fish for the price of
only a dollar. This is less than the wholesale price of this silver fish and you
have enough on the offer to make the fish cost practically nothing.

The reason I make this offer is because I started my business many
years ago as a result of people trying my fish. I had no idea of going into
this business, but when friends of mine, who visited my restaurant, tasted the
fish I picked out, they liked it so well that they begged me to send them some
when they got back home.

There isn't anything in the world I can say that can describe the
wonderful taste of my fish. All I know is that once you taste them you'll be
a happy customer. That's why I don't even ask you to send me any money in
advance. I want you to try my restaurant, because, as my old-fashioned friends
said without fail on your part. If you like them after tasting them, then pay
me. If you don't, return what is left and we'll call it square.

As I said before, I don't know much about business but I do know that
this "try before you buy" plan is the simplest way to convince people that Davis
Fish really is unusual and is worth sending away for. Just fill in the enclosed
card, checking the assortment you want me to send you, and I'll send the fish
forth right away.

I am over seventy-five years old and the greatest pleasure I get out
of life is making people happy by sending them the finest fish selections the
sea affords. Now, let me make you happy!

Cordially yours,

DELCO-LIGHT COMPANY

SUBSIDIARY OF GENERAL MOTORS CORPORATION

CABLE ADDRESS
"DELCOLIGHT"
ALL CODES USED

DAYTON, OHIO, U.S.A.

July 12, 1926.

A new Delco-Light product of considerable interest to the dairy industry, we believe, is the Frigidaire Dairy Milk Cooler.

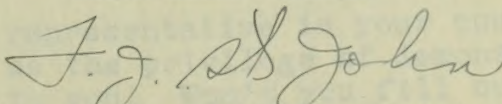
The demands of city and state boards of health for milk of low bacterial count are becoming increasingly more strict, and equipment which will serve the dairyman in the production of better milk, is bound to be of interest in the dairy field.

In your own work we know you are interested in anything which improves the conditions of milk production and which may be of interest to farmers, dairy-men and students with whom you may contact.

A photograph and short description of the Dairy Milk Cooler are sent with this letter, for any use you may choose to make of them.

Very truly yours,

DELCO-LIGHT COMPANY



Educational & Publicity Division
Advertising Department.

STJ:MR

DELCO-LIGHT COMPANY

SUBSIDIARY OF GENERAL MOTORS CORPORATION

DAYTON OHIO U.S.A.

July 12, 1936.

A new Delco-Light product of considerable interest to the dairy industry is being developed by the Dairy Milk Division.

How valuable it may be to the dairy industry is being tested by a group of dairy men who are conducting a series of tests and experiments with this new product in the laboratory of the Dairy Milk Division. It is hoped to be of interest to the dairy field.

In your laboratory work, you have undoubtedly found that the addition of a certain amount of water to a mixture of oil and water will result in a more uniform mixture. This is the principle upon which the new product is based. It is a mixture of oil and water which will result in a more uniform mixture. It is a mixture of oil and water which will result in a more uniform mixture.

A photograph and short description of the Dairy Milk Division are being sent you for your information. You may wish to make use of them.

Very truly yours,

DELCO-LIGHT COMPANY

Technical & Product Division
Advertising Department

STJ:ms

DELCO-LIGHT COMPANY

DAYTON, OHIO, U. S. A.

A bad Penny always Returns—

But this is a good penny and we don't want it returned. We are sending it to you just to bring to your attention the idea of the tremendous power back of this penny.

This penny will buy enough kerosene for fuel and enough lubricating oil to generate 200 watts of electricity with a Delco-Light plant.

With 200 watts of electricity you can do any of the following:

Pump 235 gallons of water on a 22 foot lift.

Light one 20-watt lamp for 10 hours, or

Light five 20-watt lamps for 2 hours.

Run a 9-inch desk fan 5 hours.

Run a washing machine continually for 40 minutes

Heat an electric iron for 22 minutes.

Run a sewing machine for 2 hours.

This is not all. There are over 200 electrical appliances where you could use this penny's worth of electricity just as satisfactorily - if you had Delco-Light.

Delco-Light is a proven success. There are more than 125,000 farm homes that have found it to be a practical, economical, and satisfactory light and power plant.

We are the representative in your county, and ask you to give us the privilege of demonstrating Delco-Light to you. Won't you fill out and mail the enclosed card, which places you under no obligation to buy?

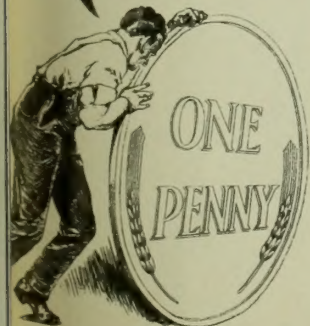
Yours very truly,

Delco-Light Dealer.

"Delco-Light Saves time and Labor. Pays for Itself."



There is—
power
back of this
Penny



Ind. II

DELCO-LIGHT COMPANY

Warren, Ohio U.S.A.

But this is a good penny and we don't want it
returned. It was sent to you just as being so
your attention the fact of the tremendous power back of
this penny.

This penny will buy enough batteries for
fuel and enough lubricating oil to generate 200 watts
of electricity with a Delco-Light plant.

With 200 watts of electricity you can do any
of the following:

Run 250 gallons of water on a 25 foot lift.
Light one 60-watt lamp for 5 hours, or
light five 12-watt lamps for 5 hours.
Run a 2-inch pump for 5 hours.
Run a washing machine continuously for 45 minutes.
Heat an electric oven for 15 minutes.
Run a sewing machine for 5 hours.

This is not all. There are over 200 other
practical appliances where you could use this penny's
watts of electricity just as satisfactorily - it you
had Delco-Light.

Delco-Light is a proven success. There are
more than 125,000 farm homes that have found it to be a
practical, economical, and satisfactory light and power
plant.

Be the representative in your county, and
ask you to give us the privilege of demonstrating
the Delco-Light to you. You'll see it all and
will the enclosed card, which please you order an
collection to buy.

Yours very truly,

Delco-Light Dealer

THE DUAL-USE COMPANY

INCORPORATED

"THE BUILT-IN ENCLOSURE"

Patented

GENERAL OFFICES --- UNION NATIONAL BANK

KNOXVILLE, TENNESSEE

December 28, 1926.

Mr. Marion G. Fottler,
Dept. Secretarial Training,
Southern Methodist University,
Dallas, Texas.

Dear Mr. Fottler:

Your letter of the 17th. was held up for the writer's personal attention.

For your information will say that our business is not that of writing letters, although we are interested naturally in "better letters", because of our many patrons who employ Dual-use Forms to carry their messages in the field of direct-mail advertising and selling.

We control the patents covering Dual-use Forms (the Built-in enclosure) and operate through an organization of licensed printers and lithographers over the country.

We would refer you to Postage, 18 East 13th Street, New-York, a magazine devoted to direct-mail and its many features, among which your subject belongs. We believe that they could give you more information in the matter, or refer you to the best authority available, than any one we know.

Cordially yours,

DUAL-USE COMPANY.

B. S. Hughes
Vice President.

BIH:S

DUAL-USE
never ends



THE DUAL-USE COMPANY

The Dual-Use Company

Form

Form

Form

Form

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ESTABLISHED 1802

E. I. DU PONT DE NEMOURS & COMPANY

INCORPORATED

RUBBER PRODUCTS
FAIRFIELD, CONN.

October 22, 1926.

RAPID TURNOVER, AT AN EXCELLENT PROFIT
WITH INCREASED SERVICE TO YOUR TRADE.

A slipping rug is a hazard in any home. You can supply the preventive, with a nice profit to yourselves.

The use of Du Pont RUG ANCHOR has proved a most effective method for holding rugs firmly in place.

RUG ANCHOR is a coated fabric that lies flat under the rug, holding it firmly in place and preventing it from slipping or creeping, even when being vacuum cleaned. It does this without marring the floor or the rug in any way.

RUG ANCHOR also preserves and protects the rug by acting as a waterproof lining that prevents any foreign matter from reaching the rug from the floor. Its resiliency lessens the wear from treading feet.

It has been adopted as standard equipment of the model homes of the Home Owners' Service Institute - a tribute to its unusual merits.

RUG ANCHOR is supplied 54" wide in rolls of 30 and 60 yards, and is priced at \$1.15 per yard, f. o. b. Fairfield, Conn. It retails at from \$1.75 to \$2.25 per yard, netting you an excellent profit. Our many dealers have found it a most profitable item in their floor covering department.

It is now the season when the housewife is putting her home in order for the winter months. It is the season when the greatest yardage of RUG ANCHOR is sold. You should have at least one roll in stock to meet this demand. Why not order a trial roll today? The investment is small, the turnover rapid and the profit excellent.

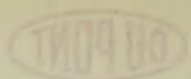
A card is enclosed for your convenience in ordering.

Very truly yours,

A. L. Browne
ASST. DIRECTOR OF SALES.

ALB/FWH

P. S. If you wish a sample for testing, just check the space on the enclosed card.



DU PONT DE NEMOURS & COMPANY

RUBBER PRODUCTS
FAIRFIELD, CONN.

October 22, 1936

RAPID TURNOVER, AT AN EXCELLENT PROFIT
WITH INCREASED SERVICE TO YOUR TRADE.

A slipping rug is a hazard in any home. You can supply the preventive, with a nice profit to yourselves.

The use of Du Pont RUG ANCHOR has proved a most effective method for holding rugs firmly in place.

RUG ANCHOR is a coated fabric that lies flat under the rug, holding it firmly in place and preventing it from slipping or creeping, even when being vacuum cleaned. It does this without marring the floor or the rug in any way.

RUG ANCHOR also preserves and protects the rug by acting as a waterproof lining that prevents any foreign matter from reaching the rug from the floor. Its resiliency lessens the wear from treading feet.

It has been adopted as standard equipment of the model homes of the Home Owners' Service Institute - a tribute to its unusual merits.

RUG ANCHOR is supplied 54" wide in rolls of 30 and 60 yards, and is priced at \$1.18 per yard, f. o. b. Fairfield, Conn. It retails at from \$1.75 to \$2.25 per yard, netting you an excellent profit. Our many dealers have found it a most profitable item in their floor covering department.

It is now the season when the housewife is putting her home in order for the winter months. It is the season when the greatest yardage of RUG ANCHOR is sold. You should have at least one roll in stock to meet this demand. Why not order a trial roll today? The investment is small, the turnover rapid and the profit excellent.

A card is enclosed for your convenience in ordering.

Very truly yours,

K. H. Brown
ASST. DIRECTOR OF SALES

ALB/TWH

P. S. If you wish a sample for testing, just check the space on the enclosed card.



ESTABLISHED 1802

E. I. DU PONT DE NEMOURS & COMPANY

INCORPORATED

BROWN-MARX BUILDING
BIRMINGHAM, ALABAMA

SALES DEPARTMENT

August 24, 1926.

Filled in with name, address and date _____
and sent to:

MONOBEL NO. 10

The Bureau of Mines has recently added another du Pont explosive to its list of permissible explosives, namely Monobel No. 10. We consider this the best lump coal producer that we have ever put on the market. In fact, it acts more like B Blasting Powder than does any permissible we know.

Monobel 10 is the bulkiest permissible yet developed. It averages 185 sticks, $1\frac{1}{4}$ x 8 inches, to the 50 lb. case. In ton lots in the Alabama Mining District it would cost \$.0378 per stick.

As this powder is being shot stick for stick against other powders running from 135 to 150 sticks to the case and, in most cases, is giving equally as good or better results, its use permits considerable economy. It has done excellent work in shooting on this basis both off the solid and in undercut coal.

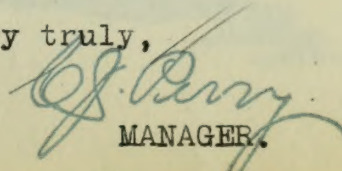
On account of the bulkiness of the powder, Monobel 10 is listed in Class B as regards fumes, nevertheless, the fumes are excellent. Reports from all over the country state that men go back after a shot of this powder without finding the fumes at all objectionable.

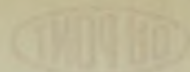
If you are anxious to get more lump and also an additional profit from your commissary, or if you desire to give your miners the benefit of the saving on the per stick basis, we believe you would make no mistake in trying out this powder.

We have, at the present time, one of the best technical men in the United States - a man who has had the wide experience in the mines in Pennsylvania, Kentucky, and on down to Alabama - whose services are yours without any cost. Should you be interested in trying Monobel 10, we would be glad to hear from you and to arrange a demonstration.

With best wishes, we are,

Yours very truly,


MANAGER.



The Port of New Orleans Company

Brown-Mark Building
Birmingham, Alabama

August 24, 1935

SALES DEPARTMENT

MEMORANDUM

The Port of New Orleans Company has recently added another 25 tons of explosive to its list of permissible explosives, namely Model No. 10. We consider this the best lump coal powder that we have ever put on the market. In fact, it is more like a blasting powder than any permissible we know.

Model 10 is the finest permissible yet developed. It averages 85 grains, 1 1/2 x 8 inches, to the 50 lb. case. In fact, it is the Alabama Mining District it would cost \$0.375 per stick.

As this powder is being shot stick for stick against other powders, from 125 to 150 sticks to the case and, in most cases, is giving equally as good or better results, it is a genuine considerable economy. It has done excellent work in shooting on this basis both off the solid and in water-coal.

On account of the bulkiness of the powder, Model 10 is listed in Class B as regards fumes, nevertheless, the fumes are excellent. Reports from all over the country state that men go back after a shot of this powder without finding the fumes at all objectionable.

If you are anxious to get more lump and also an additional profit from your company, or if you desire to give your miners the benefit of the saving on the per stick basis, we have you would make no mistake in trying out this powder.

We have, at the present time, one of the best technical men in the United States - a man who has had the wide experience in the mines in Pennsylvania, Kentucky, and as close to Alabama - whose services are yours without any cost. Should you be interested in trying Model 10, we would be glad to have you and to arrange a demonstration.

With best wishes, we are,

Yours very truly,

[Handwritten signature]
J. H. [unclear]

DEALER'S NAME HERE**Business Here**

CITY AND STATE

The meanest man on your route is your greatest enemy.

He gambles with the lives of your children. He courts destruction by fire. He's an enemy of your family's health, happiness and comfort.

He's the fellow who makes farm life weary and distasteful, and he drives you on under handicaps that sap your own strength and make your life doubly hard. No - he wouldn't hitch his wife to a plow like his crusty ancestors did, but he has forced her to bear a far more tiring burden.

He's not your REAL self - he's just a THOUGHTLESS person. Why, he wouldn't be that mean for the world. But, he's careless and unthinking.

Water is the most important thing in life. Chances are it's something you never stopped to think about. This folder gives many facts - read them over, and then send in the card for information that might lead to the biggest forward step in progress you could ever make. It's your farm, your life, your family. What are you going to do about it?

Yours very truly,

Dealer's Signature

"Here's his Wife"

She's "old-young." She's tired—weary of it all. Her hands are red and worn. She slaves just like farm wives have for centuries and with handicaps and hardships that are centuries old. Her hands are in grimy water many hours of every day — water that she strained and labored to pump and carry—buckets of it—barrels of it—tons of it—every drab year!



He's Condemned

—and in spite of long, hard hours of to

The fellow who says "The old way is good enough for me" does not know how to free himself from the slavery and toil of farm work. He cannot compete with the progressive fellow who uses modern conveniences. A Duro Water System has the days of slavery beat a mile—it will work better and far cheaper. The modern slaves (mechanical conveniences) *must be used to insure profits on the farm; and to realize the joy of being alive.*

And how about the wife? She's tired, too. And how about the kids? *Why, his family can't even get a drink of water without laboring for it! 75% of modern improvements have*

to do with water. Water is his life and yet he probably stopped to think how much him and his family.

Without water under pressure on condemning his family to one handicap any home has ever had to think how many times even his wife use water. Think of the struggle and toil to get it. A great number of luxuries are lost at the turn of a faucet. A city water service—would make home. Think of how much the whole existence would be.

What Does This Mean To You

The purpose of this folder is to help you realize just how handicapped you and your family are without adequate water service. We build the best water system on the market, and *it's priced so that it's within the reach of all.* It's a fool-proof system, it works automatically and it's easy to buy.

To you and your family it would mean barrels and barrels of fresh water under pressure at the turn of a faucet—at little cost. The richest family in the country can't buy better water service. Think of being able to have a bath without pumping or carrying a lot of water. Think of watering your stock simply by turning a faucet. Think of your wife and her daily grind of housework—the dishes, the children, scrubbing, bathing, and countless

other tasks that could be made easier through the installed Duro System. You alone would have an extra hour. Whether you buy a Duro means find out just what a wonderful help a good water system would be. There are several good water systems on the market. We know we build the best. You be the judge of that. The main purpose is to help you realize just how much a good water system will mean to you and your family. Card enclosed here doesn't obligate you in any way. *For the sake of yourself, your family and your farm, mail it today!*

*family and your farm,
mail it today!*

Every Duro Water System is guaranteed in writing! The factory stands solidly behind every sale. Duro is built to give your farm efficient water service at the lowest possible cost—*indefinitely.* That's more than "just talk"—it's our pledge to you—in writing!



ARTHUR A. EVERTS CO.
MAIN AND MURPHY STREETS
JEWELERS DALLAS, TEXAS

Nov. 15, 1926

Mr. Marion G. Fottler,
211 Haynie,
Dallas, Texas

Brown:
Dear Mr. Fottler:

You can make the thrill of this Christmas Day live on for Someone, throughout the years, if you select now from this fascinating store the one gift for which she has longed.

Is it a wonderful Diamond Bracelet, Jeweled Watch, beautiful Brooch, another Ring or Solid Silverware? Such lovely Gifts that Last, not only give immediate delight, but increase in value with the rich associations of every passing year.

It is only seven short weeks till Christmas, and you will enjoy Christmas more if you make your selections now. We will be pleased to charge them on your January account.

Yours for a happier Christmas.

ARTHUR A. EVERTS CO.

AAE*HW

President.

Everts on the Box adds Much to
the Gift but nothing to the Cost.

THE UNIVERSITY OF CHICAGO
LIBRARY
540 EAST 57TH STREET
CHICAGO, ILL. 60637

1911

✓ #1

EASTMAN KODAK COMPANY

ROCHESTER, N.Y.

December 8, 1926

Mr. Marion G. Fottler,
Dallas School of Commerce,
Southern Methodist University,
Dallas, Texas.

Dear Sir:

In reply to your letter of November 30 we are glad to send you under separate cover the correspondence manual which we use for distribution to stenographers and typists throughout our organization, together with copies of three booklets, "Writing Kodak Letters", which we distributed to our correspondents. We are also sending you copies of the booklets, "Industrial Relations" and "The Home of the Kodak", which may contain information of interest to you.

Yours very truly

EASTMAN KODAK COMPANY

M. B. Fohman

Assistant to the Chairman.

MBF:DJC

EASTMAN KODAK COMPANY

ROCHESTER, N.Y.

Dear Sir:

I have the honor to acknowledge the receipt of your letter of the 10th inst. in relation to the matter of the purchase of the rights in the "Kodak" process, and in reply to inform you that the same have been forwarded to the proper authorities for their consideration.

I am, Sir, very respectfully,
Your obedient servant,
J. H. Eastman

ELECTRIC APPLIANCE COMPANY

ELECTRICAL APPARATUS AND SUPPLIES

Dallas, Texas

409-411
BROWDER STREET

Gentlemen:--

I want your advice.

It has been a long time since we have had an order from you, and my job depends upon my ability to sell and to hold the patronage of our customers.

We have to depend upon orders by mail for a large share of our business, and when they don't come - I must find out the reason why.

Won't you tell me frankly what I ought to do next to get your order?

If you will tell me what I can do so that I can get your business, I assure you that I will appreciate your doing so.

Very truly yours,

Sales Manager.

INTERNATIONAL TELEGRAPHIC COMPANY

TELEGRAPHIC TRANSMISSIONS AND CABLES

London, England, 1st January 1900

Dear Sir,

I am sorry to hear

that you have been ill, and I hope you are now better. I have been very busy lately, but I have managed to find some time to write to you.

I have been thinking of you very much lately, and I have been wondering how you are getting on. I hope you are well and happy.

I am sure you will be very glad to hear from me. I am sure you will be very glad to hear from me.

I am sure you will be very glad to hear from me. I am sure you will be very glad to hear from me.

I am sure you will be very glad to hear from me. I am sure you will be very glad to hear from me.

I am sure you will be very glad to hear from me. I am sure you will be very glad to hear from me.

I am sure you will be very glad to hear from me. I am sure you will be very glad to hear from me.



Eppley Hotels Company

OPERATING

HOTEL MONTROSE, CEDAR RAPIDS, IOWA
HOTEL CATARACT, SIOUX FALLS, S. D.
HOTEL FONTENELLE, OMAHA, NEB.
HOTEL LINCOLN, SCOTTSBLUFF, NEB.

HOTEL CARPENTER, SIOUX FALLS, S. D.
HOTEL MARTIN, SIOUX CITY, IOWA
HOTEL LINCOLN, LINCOLN, NEB.
HOTEL ROME, OMAHA, NEB.

WRITTEN FROM

CITATION

Now, on this 14th day of January, 1925, pursuant to due notice, you are hereby cited to be and appear in your own proper person at Hotel Lincoln, Lincoln, Nebraska, on or before date of the convention of the Nebraska Association of County Attorneys, January 20th, 1925, and to bring and have with you various collars, shirts, neckties, handkerchiefs, nighties, etc., sufficient for at least one glad-some day stay in hereinbefore mentioned Hotel Lincoln.

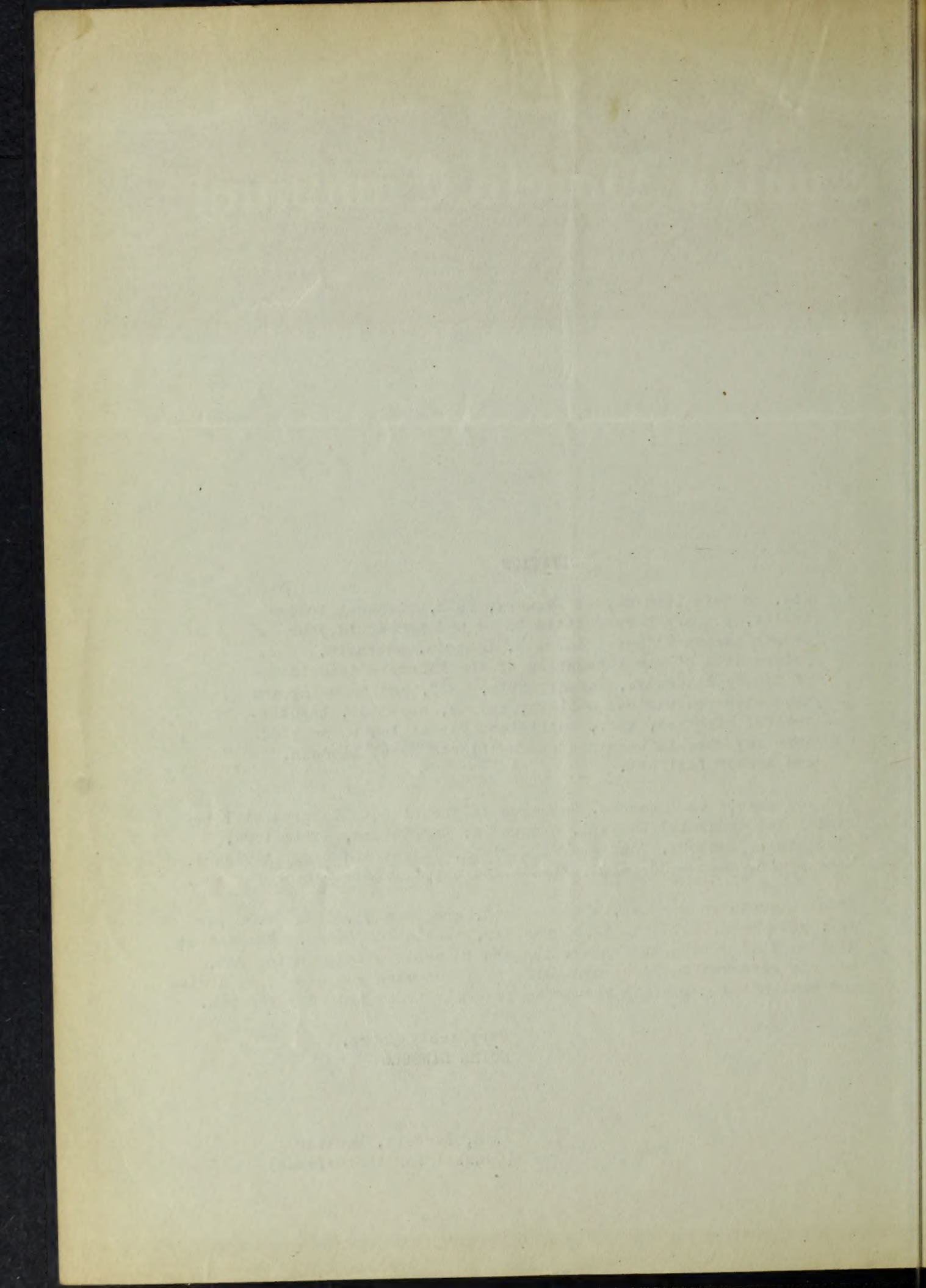
And hereof fail not.

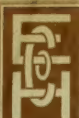
And you shan't be lonesome. Gathered in the Lincoln lobbies will be genial and congenial Lawyers, Attorneys, Barristers, Solicitors, Advocates, Proctors, Counselors, Jurists, Judges and Legal Advisors. Here you'll meet your legal friends and they'll be watching for you.

Hotel Lincoln room rates, without bath, are from \$1.50 to \$2.00 per day; with bath, \$2.50 to \$3.50 per day, single occupancy. The docket will be full during the convention and to avoid disappointing you, we urge reservation by return mail. Tell us when you expect to arrive and what priced room you wish reserved--all tided and cozy for you.

Very truly yours,
HOTEL LINCOLN

J. H. Barrett, Manager
(Counsel for the Defense)





Eppley Hotels Company

OPERATING

HOTEL MONTROSE, CEDAR RAPIDS, IOWA.
HOTEL CATARACT, SIOUX FALLS, S. D.
HOTEL FONTENELLE, OMAHA, NEB.
HOTEL LINCOLN, SCOTTSBLUFF, NEB.

HOTEL CARPENTER, SIOUX FALLS, S. D.
HOTEL MARTIN, SIOUX CITY, IOWA.
HOTEL LINCOLN, LINCOLN, NEB.
HOTEL ROME, OMAHA, NEB.

WRITTEN FROM

December 1, 1924.

Dear Phi Betta Pi's:

Nostalgia and gastralgocenosia are banished from Omaha December 29 to 31. During your convention at Hotel Fontenelle we'll demonstrate how hospitality osmoses and exosmoses from management to guest and return.

Our diet kitchens are unsurpassed. Zoophagous, vegetarian or lactovegetarian can be accommodated without fear or hyperingestion. Then there are supramandibular delights in room furnishings and appointments.

Hotel Fontenelle has 350 rooms, each with private bath, ranging in rate from \$2.50 to \$4.50 per day. If two or more guests occupy the same room, rates are lowered materially. Either way, you'll be comfortable.

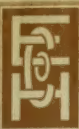
Coming to Hotel Fontenelle without a room reservation is like trusting to patent medicines. But if you'll write a prescription, we'll fill it exactly; tell us the kind of room you want and the rate. Send prescription today.

Very truly yours,
HOTEL FONTENELLE,

H. F. Moore,

Clinician

P. S. A year ago the Eppley Hotels Co. acquired Hotel Rome, in Omaha. We don't know if it proves or disproves Hellin's law, but we sure have twins.



Eppley Hotels Company

OPERATING

HOTEL MONTROSE, CEDAR RAPIDS, IOWA
HOTEL CATARACT, SIOUX FALLS, S. D.
HOTEL FONTENELLE, OMAHA, NEB.
HOTEL LINCOLN, SCOTTSBLUFF, NEB.

HOTEL CARPENTER, SIOUX FALLS, S. D.
HOTEL MARTIN, SIOUX CITY, IOWA.
HOTEL LINCOLN, LINCOLN, NEB.
HOTEL ROME, OMAHA, NEB.

WRITTEN FROM

Hotel Rome
Jan. 22, 1925

Prepare for a good time at the convention of Nebraska Retail Hardware Dealers' Association, Feb. 3 to 6. Hotel Rome is headquarters and we're as pleased about it now as you'll be while here and afterward.

By the way, do you remember when roller skates were "parlor skates"? You do not. That was before your time (and ours). Your convention then would have been a gathering of "iron-mongers". And had there been an early-day Hotel Rome, it would have been a "tavern". Hardware for "taverns" was important then, but it was not the absolutely necessary article of the year 1925.

Today, hardware is the most vital item in the building and operation of hotels. The Rome could not stay in business a week without hearty cooperation from all branches of the industry. So we were specially pleased when you men of the retail trade selected the Rome as headquarters. Room rates:

Room without bath \$1.50 to \$2.
Room with bath . . . \$2, \$2.50, \$3 and \$3.50

Please send your reservation by return mail. Envelope enclosed. Rooms with or without bath have hardware equipment that few guests can appreciate so thoroughly as you.

Very truly yours,
HOTEL ROME

A. H. Armstrong, Manager
(Hardware Enthusiast)

Continental Hotel

Hotel Rome
125 E. 4th St.
New York, N.Y.

Reserve for a room at the Continental of New York, N.Y.
Reserve for a room at the Continental of New York, N.Y.
Reserve for a room at the Continental of New York, N.Y.
Reserve for a room at the Continental of New York, N.Y.

By the way, do you remember when we were in "Paris"
last year? You do not. You were before your time (last year).
Your reservation was made a long time ago. It was
made. And that's how an early-day hotel room is
made. There's a "reservation" for "Paris" was in
Paris then, but it was not the reservation. It was
of the year 1925.

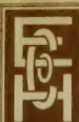
Today, Paris is the great city in the world and
the most beautiful. The same could not say in London.
The same could not say in London. The same could not
say in London. The same could not say in London. The same
could not say in London. The same could not say in London.
The same could not say in London. The same could not say in London.

Room with bath . . . \$1.50 to \$2.00
Room with bath . . . \$1.50 to \$2.00
Room with bath . . . \$1.50 to \$2.00
Room with bath . . . \$1.50 to \$2.00

Please send your reservation by return mail. Please
send. Please send. Please send. Please send. Please send.
Please send. Please send. Please send. Please send. Please send.
Please send. Please send. Please send. Please send. Please send.

Very truly yours,
HOTEL ROME

A. E. Anderson, Manager
(Residence 1234567890)



Eppley Hotels Company

OPERATING

HOTEL MONTROSE, CEDAR RAPIDS, IOWA.
HOTEL CATARACT, SIOUX FALLS, S. D.
HOTEL FONTENELLE, OMAHA, NEB.
HOTEL LINCOLN, SCOTTSBLUFF, NEB.

HOTEL CARPENTER, SIOUX FALLS, S. D.
HOTEL MARTIN, SIOUX CITY, IOWA.
HOTEL LINCOLN, LINCOLN, NEB.
HOTEL ROME, OMAHA, NEB.

WRITTEN FROM

Hotel Rome
Jan. 14, 1925.

Prepare for a clean, good time at the Nebraska Cleaners and Dyers Association convention, Omaha, Jan. 26 and 27. Hotel Rome is headquarters and we're as pleased about it now as you'll be while here, and afterward.

The next thing is to reserve your room. There are 250 in the batch, each spic and span as if just from the dry room after a naptha cleaning, vacuum shampoo and spotting with a puff iron. No bronze streaks or swale anywhere. Rates?

Room without bath \$1.50 to \$2
Room with bath . . \$2, \$2.50, \$3 and \$3.50

After the bill is paid you won't feel as if your purse had been laid on a pressing board and then whizzed through an extractor. Cafeteria never closes--and there is not an ounce of food substitute in the kitchens or store rooms of any Eppley hotel.

Please write at once, saying when you expect to arrive and what priced room you'll want. We wish to take mighty good care of you Jan. 26 and 27. A return envelope is enclosed.

Very truly yours,
HOTEL ROME

A. H. Armstrong, Manager, Claim Dept.

Capital Bank Company

Hotel Room

Enclosed for a check, paid to the order of the Capital Bank Company, for the sum of \$100.00, the balance of the account of the Capital Bank Company, for the month of January, 1900.

The next check is to be paid to the order of the Capital Bank Company, for the sum of \$100.00, the balance of the account of the Capital Bank Company, for the month of February, 1900.

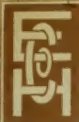
Yours very truly,
A. H. Armstrong, President

Enclosed for a check, paid to the order of the Capital Bank Company, for the sum of \$100.00, the balance of the account of the Capital Bank Company, for the month of March, 1900.

The next check is to be paid to the order of the Capital Bank Company, for the sum of \$100.00, the balance of the account of the Capital Bank Company, for the month of April, 1900.

Very truly yours,
A. H. Armstrong, President

A. H. Armstrong, President
Capital Bank Company



Eppley Hotels Company

OPERATING

HOTEL MONTROSE, CEDAR RAPIDS, IOWA.
HOTEL CATARACT, SIOUX FALLS, S. D.
HOTEL FONTENELLE, OMAHA, NEB.
HOTEL LINCOLN, SCOTTSBLUFF, NEB.

HOTEL CARPENTER, SIOUX FALLS, S. D.
HOTEL MARTIN, SIOUX CITY, IOWA.
HOTEL LINCOLN, LINCOLN, NEB.
HOTEL ROME, OMAHA, NEB.

WRITTEN FROM

Sioux Falls, So. Dak.
Jan. 15, 1925.

February 12 and 13 you'll see how Hotels Cataract and Carpenter can become special editions for newspaper men attending the convention of the South Dakota State Press association. Hotel Cataract is headquarters.

Makeup will be handled by chambermaids. Headlines and wrinkles will be fluffed from your pillows and spotless linen placed on your flatbed, ready for layout any time, day or night. Expert chefs have charge of our galleys. Galley proofs served in dining rooms of both hotels. You may read copy on menus. Guaranteed circulation of hot and cold water and steam heat (A.B.C. report). Room rates:

CATARACT	Without bath,	\$1.50 to \$2.00
	With bath,	\$2.50 to \$3.50
CARPENTER	Without bath,	\$1.50 to \$1.75
	With bath,	\$2.50 to \$3.50

Not entered as second class because Hotels Cataract and Carpenter are first class in every way. If you come without reservation we may be able to pull a lead or two and slip you into the "Too Late to Classify" column but we'd like to give better position. Send reservation by return mail, marked "Must." The edition for both hotels is limited to 425 rooms and the deadline for reservations is Ground Hog day, February 2nd.

Thirty,
HOTELS CATARACT and CARPENTER

By

C. L. Postal,
Managing Editor



Eppley Hotels Company

OPERATING

HOTEL FONTENELLE,	OMAHA, NEB.	HOTEL CARPENTER, SIOUX FALLS, S. D.
HOTEL MONTROSE, CEDAR RAPIDS, IOWA.		HOTEL MARTIN, SIOUX CITY, IOWA.
HOTEL CATARACT, SIOUX FALLS, S. D.		HOTEL LINCOLN, LINCOLN, NEB.
HOTEL ROME, OMAHA, NEB.		HOTEL WEST, SIOUX CITY, IOWA.
HOTEL LINDELL, LINCOLN, NEB.		HOTEL MAGNUS, CEDAR RAPIDS, IOWA.
HOTEL EVANS, COLUMBUS, NEB.		HOTEL CAPITAL (UNDER CONSTRUCTION) LINCOLN, NEB.

WRITTEN FROM

Hotel Rome
Omaha, Nebraska
November 14, 1925

As well-bred livestock is better than scrubs, the Rome is 'way yonder ahead of ordinary hotels.

Cafeteria never closes--and it's your own fault if you don't weigh in more when you leave than when you came. If you shrink through any fault of ours, we'll refund your money. Room rates?

Room without bath.....\$1.50 to \$1.75
Room with bath.....\$2, \$2.50, \$3, \$3.50

Stopping at the Rome after putting up in ordinary hotels is like driving a herd from a burned up country into a land of lakes and deep, cool creeks. Or like having great stacks of alfalfa hay stored up against the blizzard. The sort of a change that makes steers walk up to you and ask, "How come we didn't get this long ago?" After you've been at the Rome one day you'll ask yourself the same question.

The Rome is a mighty nice place at which to stop. It is conveniently located and everything is comfortable and home-like. Put this letter with your valuable papers and next time you're coming to Omaha drop us a line in advance telling us what priced room you want reserved. You'll be mighty glad you came.

Very truly yours,
MANAGEMENT, HOTEL ROME,

A. H. Armstrong

Hotel Rome
Omaha, Nebraska
November 14, 1925

As well-bred livestock is better than crops, the Rome is 'way
younger ahead of ordinary hotels.

California never closes--and it's your own fault if you don't
weigh in more when you leave than when you came. If you shrink
through any fault of ours, we'll refund your money. Room rates:

Room without bath.....\$1.50 to \$1.75
Room with bath.....\$2.50, \$3, \$3.50

Stopping at the Rome after putting up in ordinary hotels is like
driving a herd from a burned up country into a land of lakes and
deep, cool creeks. Or like having great stacks of alfalfa hay
stored up against the blizzard. The word is a change that makes
steers walk up to you and say, "How come we didn't get this long
ago?" After you've been at the Rome one day you'll ask your-
self the same question.

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Very truly yours,
MANAGEMENT, HOTEL ROME

A. B. Armstrong



Eppley Hotels Company

OPERATING

HOTEL MONTROSE, CEDAR RAPIDS, IOWA
HOTEL CATARACT, SIOUX FALLS, S. D.
HOTEL FONTENELLE, OMAHA, NEB.
HOTEL LINCOLN, SCOTTSBLUFF, NEB.

HOTEL CARPENTER, SIOUX FALLS, S. D.
HOTEL MARTIN, SIOUX CITY, IOWA.
HOTEL LINCOLN, LINCOLN, NEB.
HOTEL ROME, OMAHA, NEB.

WRITTEN FROM

Hotel Carpenter
March 10, 1925.

Prepare for a good time at the Sioux Falls Automobile Show, March 29 to April 4, inclusive. Hotel Carpenter is headquarters and we're as pleased about it now as you'll be while here and afterward.

The next thing is to reserve your room. Rates, two delegates sharing a room, are from \$1.50 to \$2.50 per day, per guest.

Balloon mattresses with non-skid tread are a feature that will appeal to you. Built-in shock absorbers on bed springs--if you toss in your sleep. But you won't toss. The approved plan for slumber at Hotel Carpenter is to start in low, shift into high 10 minutes later, shut off the gas in half an hour, coast until morning and wake about 7 a. m. in neutral.

Please let us have your reservation soon and we'll make good on our promise of immediate delivery.

Very truly yours,
HOTEL CARPENTER,

C. L. Postal, Manager
(State Distributor)

HOTEL ROME

Omaha, Neb.

250 Rooms

200 Baths

Rates \$1.50 to \$3.00
NO HIGHER

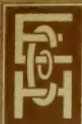
Good Rooms \$1.50

Cafeteria
Always Open

Operated by
Eppley Hotels Co.

Very truly yours,
MAYNARD CARMICHAEL

O. J. Foster, Manager
(General Disposition)



Eppley Hotels Company

OPERATING

HOTEL MONTROSE, CEDAR RAPIDS, IOWA.
HOTEL CATARACT, SIOUX FALLS, S. D.
HOTEL FONTENELLE, OMAHA, NEB.
HOTEL LINCOLN, SCOTTSBLUFF, NEB.

HOTEL CARPENTER, SIOUX FALLS, S. D.
HOTEL MARTIN, SIOUX CITY, IOWA.
HOTEL LINCOLN, LINCOLN, NEB.
HOTEL ROME, OMAHA, NEB.

WRITTEN FROM

Omaha, Nebr.
December 15, 1924.

We will honor your draft for a room reservation whenever you come to Omaha.

Hotels Fontenelle and Rome will surprise and delight you--if you've never stopped in either house. If you've been a guest once, this letter is unnecessary. Hotel Fontenelle has 350 rooms, each with bath. Hotel Rome has 250 rooms, 200 with bath. Rates, Fontenelle, \$2.50 to \$4.50, Rome, \$1.50 to \$3.50--WITHOUT INTEREST.

As a banker you'll be interested in our statement enclosed. As a prospective guest you'll be interested in the quotation of rates. The idea in both is that we're well equipped to care for you at moderate cost--and know just enough about banking to be in the hotel business.

Start an overdraft on us any time by writing or wiring for room reservation. Most Nebraska bankers stop with us when in Omaha.

Very truly yours,
HOTELS FONTENELLE and ROME

H. G. Creel,
Director of Publicity



WILMER ATKINSON COMPANY
PUBLISHERS

The Farm Journal

Washington Square
Philadelphia



CHARLES F. JENKINS, President
A. SIDNEY JENKINS, Secretary
ARTHUR H. JENKINS, Treasurer

December 31, 1926

Dear Sir:

At the suggestion of Professor Neil H. Borden, of Harvard University Graduate School of Business Administration, who is Chairman of the Committee on Teaching Material of the National Association of Teachers of Marketing and Advertising, we are sending you two recent issues of The Farm Journal Merchants Supplement.

Professor Borden writes, "Recently my attention has been called to the fact that your publication 'The Farm Journal Merchants Supplement' may contain material which would be of interest to teachers of Advertising and Marketing.

"The Merchants Supplement is designed particularly for merchants in small towns in farming communities, and I believe it is essential that teachers of Marketing and Advertising should have a knowledge of and be kept in touch with the developments in this important field. I do not believe that most of them have any current material such as your Merchants Supplement offers."

After looking over these copies of the Merchants Supplement, if you think that it will be of interest and a worthwhile addition to your teaching material, we shall be very glad to place your name on the list to receive the publication regularly.

Just send us a line or a note on the margin of this letter and return to us. What is the best address to ensure your receiving copies?

Wishing you all prosperity during the coming year,

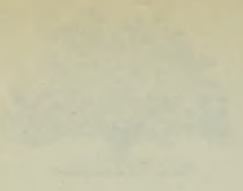
Yours very truly,

MERCHANTS SUPPLEMENT

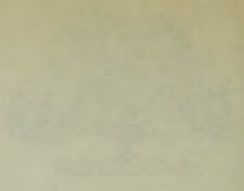
Ernest Williams

EW-F

Editor



The Journal



Washington 25 June
Philadelphia

June 27, 1902

Dear Sir:

At the suggestion of the Board of Directors of the
National Academy of Sciences, I have the honor to
acknowledge the receipt of your letter of the 25th
inst. in relation to the proposed amendment of the
constitution of the Academy, and in reply to inform
you that the same has been forwarded to the
Board of Directors for their consideration.

I am, Sir, very respectfully,
Yours very truly,
John D. Long

The Board of Directors of the Academy has
received your letter of the 25th inst. and has
thereupon taken the same under consideration.
The Board has decided to refer the proposed
amendment to the Committee on the Constitution,
which committee has the honor to acknowledge
the receipt of your letter of the 25th inst.

I am, Sir, very respectfully,
Yours very truly,
John D. Long

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Yours very truly,
John D. Long

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John D. Long

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Yours very truly,
John D. Long

FASHION SHOE SHOPPE

Shoes for the Family

WADSWORTH, OHIO

Telephone 1271

Dear Neighbor:

We all wear shoes, and we all know what a difference it makes to us whether or not the shoes are comfortable. Pinched toes and crowded feet have, at some time, made us all unhappy and uncomfortable.

Now, let's agree not to make our feet unhappy any more. It isn't fair to them, nor to ourselves. Nature intended that five toes should have all the room they needed, and if we don't give it to them, they'll make their complaints known.

But, they'll be healthy and contented if we give them Educator shoes. These shoes - Educators - are properly built, scientifically designed to give the foot all the space it needs for comfort. Bones don't get pinched or crowded in these shoes. Educators are made for all ages of children as well as for grown ups.

And here's another fact about Educators: they are just as fine looking shoes as you can find anywhere. Those in our store are in the latest styles, and they look just as good in the mirror as they feel on the foot. The prices are reasonable enough, especially when you remember that you are getting the best of materials and the kind of skilful labor which has made the Rice and Hutchins name a leader in the shoe trade for 60 years.

At the next convenient time, won't you stop in and try on a pair of Educators - whether you need them or not. Just see how they feel, and how they look. We should like to have the shoes prove to you that all we have written in this letter is true.

And thank you for reading it.

Sincerely yours,

FASHION SHOW SHOPPE

Shops for the Family

WADSWORTH, OHIO

Telephone 1000

Dear Neighbor:

We all wear shoes, and we all know what a difference it makes to us whether or not the shoes are comfortable. Comfortable shoes and proper feet have, at some time, made us all happy and uncomfortable.

Now, let's agree not to wait our feet unhappy any more. Let's take it into their own hands. Let's make them comfortable. Let's have all the room they need, and let us don't give it to them, they'll make their complaints known.

But, they'll be healthy and comfortable if we give them Wadsworth shoes. These shoes - Wadsworth - are properly built, scientifically designed to give the foot all the space it needs for comfort. Wadsworth's feet are stretched in these shoes. Wadsworth's feet are stretched as well as for grown-ups.

And here's another fact about Wadsworth shoes: they are just as comfortable as you can find anywhere. There is no shoe in the world that is more comfortable than Wadsworth's. They are made for the foot. The pattern and construction are especially made for the foot. You are getting the best of materials and the kind of skilled labor which has made the shoe and Wadsworth's name a leader in the shoe world for 50 years.

At the most convenient time, won't you stop in and try on a pair of Wadsworth shoes - whether you need them or not. Just see how they feel, and how they look. We should like to have the shoes prove to you that all we have written in this letter is true.

And thank you for reading it.

Sincerely yours,

WADSWORTH
SHOES

FOREST AND STREAM

"A GENTLEMAN'S MAGAZINE"

THE OBJECT OF THIS JOURNAL
WILL BE TO STUDIOUSLY PROMOTE
HEALTHFUL INTEREST IN OUT-
DOOR RECREATION, AND TO CULTI-
VATE A REFINED TASTE FOR
NATURAL OBJECTS.

—FOREST AND STREAM
AUG. 14, 1873

NINE EAST FORTIETH STREET
NEW YORK

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AMERICAN MUSEUM OF NATURAL
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WASHINGTON, D. C.

WILLIAM BRUETTE

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JOHN P. HOLMAN

MANAGING EDITOR

JOHN H. MEARNS

TREASURER

H. T. Aldermann,
Fort Wayne,
Ind.

Oct.
20th,
1924

Dear Subscriber:

Your subscription expired recently. Won't
you kindly take a few moments to consider a very special
offer which I am making to you.

The next twelve issues of Forest and Stream
will contain those splendid journeys into the outdoors---
those delightful moments with hunters and fishermen---
naturalists and nature lovers. Here is the very best of
clean, wholesome, outdoor literature which will mean so
much to you.

The enclosed circular describes this special
renewal proposition. Please determine now which offer you
want and be sure to take advantage of it at once so that
you will not miss the next issue of wonderful Forest and
Stream.

Sincerely yours,

J. H. Mearns

Circulation Manager

THM. B



1934
1025
101

H. T. Alderman,
Fort Wayne,
Ind.

Dear Subscriber:

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Stream.

Sincerely yours,

J. H. Murray
Circulation Manager

BRANCH HOUSES
MINNEAPOLIS
33 WESTERN AVENUE
KANSAS CITY
921 BROADWAY
ATLANTA
83 SOUTH FORSYTHE ST.



BRANCH HOUSES
DALLAS
1500 PATTERSON AVENUE
CHICAGO
11 SOUTH DES PLAINES ST.
NEW YORK
111-113 HUDSON STREET

PLEASE ADDRESS ALL CORRESPONDENCE
TO THE COMPANY

TO FACILITATE PROMPT ANSWER TO YOUR
REPLY MENTION THIS NUMBER

MANUFACTURERS OF
FRENCH DRY BATTERIES
FRENCH RAY-O-LITES
FRENCH RAY-O-VACS

MADISON
WISCONSIN

October 1, 1926

TO RAY-O-VAC DISTRIBUTORS AND DEALERS

Gentlemen:

IMPORTANT NOTICE IN REFERENCE TO REPLACEMENTS

The policy of the French Battery Company in the past has been to allow credit on practically all batteries returned as defective by distributors and dealers.

Our inspection records of returns from these sources show an existing condition which is unsatisfactory from the standpoint of the consumer and also unprofitable to the dealer, distributor, and manufacturer.

These records show that more than 75% of all "A", "B", and "C" batteries returned by dealers and distributors for adjustment have either been discharged in a normal manner, short-circuited, or allowed to die on the shelf from old age. Further investigation shows that where discharged batteries have been replaced upon complaint of short service life, a very great percentage of all such replacements is the direct result of the purchase of batteries of too small capacity for properly operating the sets upon which they have been used. Therefore, we cannot urge too strongly upon all dealers and distributors the absolute necessity of SUPPLYING THE CONSUMER WITH "B" BATTERIES of the CORRECT SIZE AND CAPACITY FOR THE SET IN WHICH THEY ARE TO BE INSTALLED.

In order to educate the consumer to use the proper size battery we have prepared tags which will shortly be attached to the binding post of each battery. Each tag states the number of tubes which that battery is adapted to serve.

It will be noted that a space has been provided upon the label of our new "B" battery for the dealer's name and address, date of sale, and voltage tests when sold. Instructions are being placed in each standard package of the new "B" batteries to the effect that the dealer should test the battery and enter the proper information on the label before it is sold.

FRENCH BATTERY COMPANY

FRENCH DRY BATTERIES
 FRENCH RAY-O-VAC
 FRENCH RAY-O-VAC

MADISON

October 1, 1938

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The GREGG WRITER

SIXTEEN WEST FORTY-SEVENTH STREET
NEW YORK CITY

& CREDENTIALS DEPARTMENT



Nov 8, 1926

120.1:

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GRUEN WATCH MAKERS GUILD

VERITHIN



WRISTLET

FOR PROMPT ATTENTION
PLEASE REFER TO

H.L. Tuers/GH

The most beautiful accurate watch in America

TIME HILL

CINCINNATI, U. S. A.

November 2, 1926 9.10 A.M.

Marion C. Fottler
Dallas School of Commerce
Southern Methodist University
Dallas, Texas

Dear Madam:

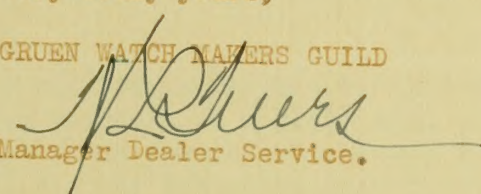
I regret that the press of business matters has prevented acknowledgement of your letter of October 22nd.

Presuming, however, that the material may still be helpful to you we are enclosing herewith copies of retail sales letters, and several letters which we have used with our jewelers which may prove interesting analysis, and we hope worthy examples of "the language of a business letter".

We would appreciate, in return, such frank comments as you might care to make as to the principles which have been violated, or those of which we may not have taken full advantage in the construction of these letters.

Very truly yours,

GRUEN WATCH MAKERS GUILD


Manager Dealer Service.


Remember the Jeweler
buying this Gruen
Emblem—it is
an assurance that
you are buying at one
of the best stores.



GREEN WATTS MARKERS GUIDE

WATTS

WATTS MARKERS GUIDE

WATTS MARKERS GUIDE

WATTS MARKERS GUIDE

A letter to Wives

Dear Mrs. Ripley:

There's a great satisfaction in store for the man who is presented with a perfectly running, stylish Gruen Watch.

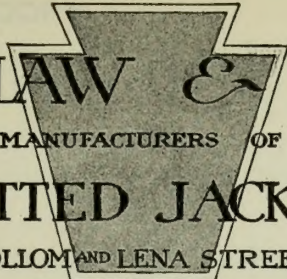
Curiously enough those men who otherwise take great interest in the correctness of their dress; the dispatch with which they handle their business affairs and the fine performance of their ~~watches~~ themselves the pride and real helpfulness of a fine watch because they feel it is a luxury too great to bestow upon themselves.

As a birthday or anniversary gift a fine Gruen Watch perfectly fits the requirements of a lasting gift -- a beautiful gift -- a useful gift and something he would not buy for himself.

The Pentagon is the accepted, new-day case design for fine watches. It should be in white gold and with the Gruen Precision grade movement. This makes a combination of beauty and dependability to win the respect of any man who appreciates fine things.

We have a variety of fine Gruen Watches to fill this bill from \$75 for the VeriThin in a plain gold reinforced case with a 17 jewel Precision movement up through \$100 to \$135 for the new solid gold Ultra VeriThin and then up to \$200 for the Extra Precision 21 jewel movement in a solid case.

Respectfully yours,



GRUSHLAW & SICHEL

MANUFACTURERS OF

KNITTED JACKETS

COLLOM AND LENA STREETS

GERMANTOWN

PHILADELPHIA

345 Broadway, New York - October 25

1 9 2 6

Mr. M. G. Fottler,
3428 Haynie Avenue,
Dallas, Texas

Dear Sir:

We are pleased to acknowledge receipt of your favor of recent date and are enclosing booklet which will briefly show you the NOCKABOUT line.

We would suggest that you inspect NOCKABOUT at your retailers and make comparisons as to quality and price. The result will be gratifying to you and your pocket book.

If for any reason you can not get NOCKABOUT at your dealers, we will be very glad to look after your requirements, with the assurance that you can return the same and your money will be cheerfully refunded.

Thanking you for the opportunity, and hoping to be favored with your valued patronage, we are, with best wishes,

Yours very truly,

Per W. A. Ansley

WAA/EB
Enclosure

NOCKABOUT
TRADE MARK
ALL-PURPOSE
KNIT JACKET
AND VEST

GRUSHIN & SICHTEL

KNITTED JACKETS

COLONIAL STREETS

BERMANTOWN

PHILADELPHIA

345 Broadway, New York - October 25
1938

Mr. W. G. Postler,
3429 Maple Avenue,
Dallas, Texas

Dear Sir:

We are pleased to acknowledge receipt of your favor
of recent date and are enclosing herewith which will briefly
show you the WORKABOUT line.

We would suggest that you inspect WORKABOUT at your
retailer and make comparison as to quality and price. The
reason will be gratifying to you and your dealer.

If for any reason you can not get WORKABOUT at your
dealer, we will be very glad to look after your requirements,
with the assurance that you can return the cash and your money
will be cheerfully refunded.

Thanking you for the opportunity, we hope to be
favored with your valued patronage, we are, with best wishes,

Yours very truly,

For W. G. Postler

WAG/ES
Enclosure

WORKABOUT
KNITTED JACKETS
1938

PENDING FILE

CARBON COPY

Hammermill Paper Company

Erie Pennsylvania

1930

#2

	JAN.	FEB.	MAR.	APR.	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.
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Has the estimate been made?

To Mrs. Robinson

A Printed Form
That Makes Today's
Thoughts Good Tomorrow

Here is a simple and effective printed form for a follow-up system.

It is easy to operate. A single line drawn from the "month" column to the "day" column gives it life. A brief notation gives it definiteness. Your printer can produce these on any color of Hammermill Bond that will work well with your office Signal System.

The small date key in the upper right-hand corner leaves plenty of room on the sheet for a carbon copy of any letter, purchase order, inquiry or quotation. Then this extra carbon copy goes into a date file to come up at whatever date in advance you have keyed.

For the convenience of printers we will supply an electrotpe of the Pending File key, as used in the upper right-hand corner of this sheet, (but without the cross-line and imitation writing) for \$1.40 postpaid. Check or money order must accompany the order, to

Advertising Department

HAMMERMILL PAPER COMPANY

HAMMERMILL
BOND

Substance 20
White—Bond Finish

PENDING FILE

CARBON COPY

To
Mr. [illegible]

Has the
[illegible]
[illegible]

A Printed Form
That Makes Today's
Thoughts Good Tomorrow

Here is a simple and effective printed
form for a follow-up system.

It is easy to operate. A simple line
drawn from the "month" column to the "day" column
gives it life. A brief notation gives it direction.
Name, your printer can produce these on any color
of Hammermill Bond that will work with your
office signal system.

The small hole key in the upper right-
hand corner leaves blank of room on the sheet for
a carbon copy of any letter, business order, inquiry
or quotation. Then this extra carbon copy goes into
a file to come up at whatever date in advance
you have keyed.

For the convenience of printers we will
supply an electrotape of the Pending File key, as used
in the upper right-hand corner of this sheet, for
without the cross-line and instant striking for
\$1.48 postage. Check or money order must accompany
the order, to

Advertising Department
HAMMERMILL PAPER COMPANY

Hammermill
[illegible]
[illegible]
[illegible]
[illegible]

Hammermill Paper Company

Erie Pennsylvania

HAMMERMILL
BOND

Dear Sir:

You can do many profitable things with your business letterhead. You can sell your goods or services with it. You can make friends with it. You can collect what is owed you by using it.

One thing of particular value you can do. That is to place in the hands of those who get your letters more extensive information than would be read if you wrote it all in the body of the letter.

Couldn't you make profitable use of a four-page letterhead with a concise catalog of your major products printed inside, or a comprehensive price list that your letter could refer to, or reproductions of testimonials to clinch your selling arguments?

This four-page illustrated letterhead shows what we mean. The text inside tells how to get Better Letterheads and how to use them to help your profits grow.

HAMMERMILL PAPER COMPANY

BETTER LETTERHEADS

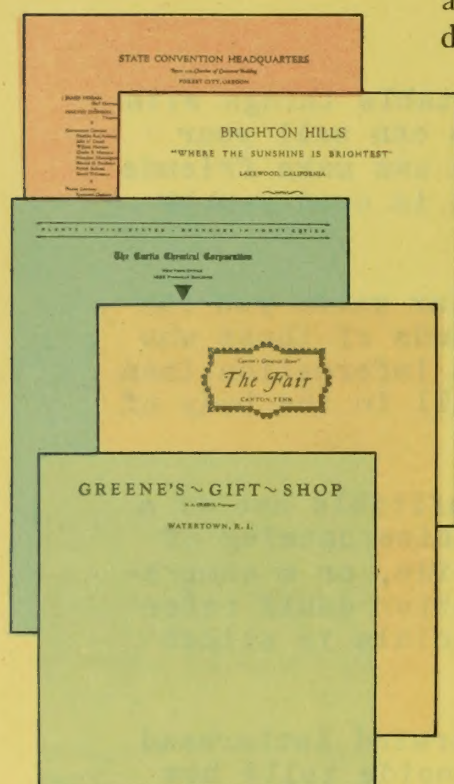
How to get them and How to use them

Your letterhead is an important piece of equipment in your business. Every day it goes out into the business world to represent you, to sell your goods or services, to adjust your troubles, to collect your bills, to perform a thousand and one things essential to the proper conduct of your affairs. Anything that serves so many important uses deserves careful consideration.

You want a good letterhead. You don't want one crowded with uninteresting data, set in faces of type suitable enough for handbills, but out of place in fine typography, made up of clashing colors of ink and paper.

Simplicity and appropriateness are the keynotes of beauty. No letterhead should be expected to serve as a catalog. Usually it needs only to carry the name of the individual or concern, the line of business (if that is not indicated in the company title), possibly a trade mark or slogan that ties up with advertising, the department sending the correspondence, and the mailing address. The fewer the items brought into the letterhead, the more probable that they can be combined with an effective and attractive appearance.

Your letterhead can be employed profitably as a salesman for your goods or services. Used as a background for a series of selling



AVOID OVERCROWDING WITH
TOO MUCH INFORMATION

letters, it can call on a mailing list frequently, at small cost, placing your message in the hands of many prospects at once.

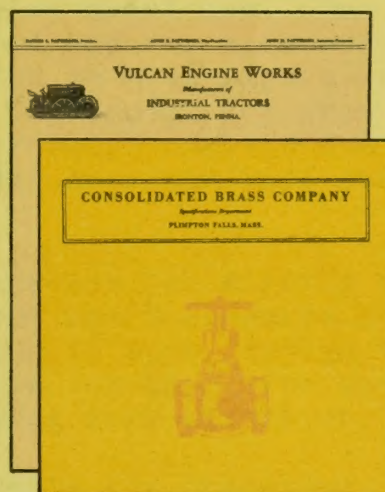
The first business of a selling letter is to get favorable attention. There are any number of ways to get attention, few ways to get favorable attention. The cleanness and color of a sheet of paper, the way it "feels", the way it takes ink and stands folding and mailing, all play a very definite part in the first impressions of your letter.

For bringing your prospect along with you, there is nothing to beat the simple every-day thing, done well. Freak arrangements of type, and other such artificial devices will grab attention of a sort, and may sell some things, but clowning of any kind is limited in its sales appeal. Good, clean, straight-forward arguments, brought out in a dignified manner, with good typography and good paper, are the bread-and-butter bringers of the letter salesman.

Even the finish of the paper used for a sales letter can be made to contribute to the effect you want to get. Plain bond finish has a definite, straight-forward business character about it that makes it the choice for most letter work. To impress the worth of a substantial investment, the solidity of a bank or the soundness of a business venture, ripple finish has a suitable elegance.

When you are choosing a letterhead paper you will find that Hammermill Bond offers definite advantages. It is a standard bond paper of consistent quality. It prints well by any process. It gives all the characteristics a thoroughly good business paper should have, at a low price.

Hammermill Bond saves money in its first cost, and that money stays saved because Hammermill Bond is a high grade paper in every sense of the word. It offers you the choice of twelve colors besides white, and you can get all colors in different weights and finishes appropriate to your need. Whatever your choice of color or finish, you can get Hammermill Bond envelopes to match, so that your mailing will have an attractive and uniform appearance.



TWO WAYS OF SHOWING YOUR
CHIEF PRODUCT

THE HISTORY OF THE UNITED STATES

FROM THE FOUNDATION OF THE NATION TO THE PRESENT DAY

The first volume of a series of three is an excellent introduction to the study of American history. It covers the period from the discovery of the continent to the present day. The second volume covers the period from the Revolution to the Civil War. The third volume covers the period from the Civil War to the present day.

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Hampden



Glass Enclosures
and
Permanent Tops

Hampden

AUTO TOP & METAL COMPANY

MANUFACTURERS

Springfield, Mass., U.S.A.

Gentlemen:

Through the courtesy of Mr. J. E. Sitterly of New York City, publisher of Importers Guide, your firm has been referred to us as possibly being interested in handling our line in your territory.

Hampden Glass Enclosures and Permanent Tops have proven to be one of the most profitable accessories handled by distributors both domestically and abroad. This is due to the strong appeal of the duplex model car. Our line is the most complete manufactured and the enclosures are very easily and quickly installed on open cars converting them into a closed model. The appeal for such an accessory is growing larger in foreign markets due to the high percentage of open model American made cars exported.

We are using every effort to increase the already established demand for Hampden Tops and Enclosures in foreign markets. Our advertising in such foreign trade magazines such as Importers Guide together with our own direct-by-mail campaign is proving very effective.

A number of importers and merchants are operating our exclusive territory proposition and we know you can realize the exceptional sales possibilities of our line the same as they. It will be our pleasure to explain our profitable importer's franchise to you.

Awaiting your reply with great interest, we are

Yours very truly,

HAMPDEN AUTO TOP & METAL CO.

N-S

Export Dept.

Improved Ford

Dodge Touring

Studebaker--Duplex

Cadillac--Phaeton

Hampden

ATTORNEY
METAL COMPANY

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THE HAMPDEN METAL COMPANY
HAS THE HONOR TO ANNOUNCE
THAT IT HAS BEEN ORGANIZED
AND IS NOW OPEN FOR BUSINESS
AT THE OLD HAMPDEN
METAL COMPANY BUILDING
ON THE CORNER OF
HAMPDEN AND
HAMPDEN STREETS
IN THE CITY OF
HAMPDEN
MASSACHUSETTS
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IN THE CITY OF
HAMPDEN
MASSACHUSETTS

HIGGINBOTHAM-BAILEY-LOGAN CO.

WHOLESALE DRY GOODS

DALLAS, TEXAS

June 25, 1925.

T. R. Hutchin & Son,
Grandview, Texas.

Gentlemen:

Your nice and valued order received through our Mr. Shawver has had prompt shipment, and we hope same will open up entirely satisfactory. The #785 pongee listed on the enclosed memorandum will go forward to you in a few days.

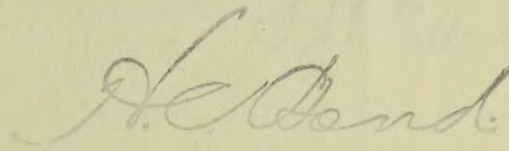
We are out of #345 and #1345 ladies union suits, and have nothing similar to send. Very sorry we cannot fill this part of your order.

We appreciate very much this opportunity to serve you, and hope to have the pleasure more often in the future. Asking that you call upon us freely at all times, and with kindest regards, we are

Very truly yours,

HIGGINBOTHAM-BAILEY-LOGAN CO.

HCB/MH



EIGHT ACRES OF MERCHANDISE

UNITED STATES DEPARTMENT OF AGRICULTURE

WASHINGTON, D. C.

February 1919

June 11, 1919

Mr. J. B. ...

Dear Sir:

Your letter of June 10, 1919, regarding the ...
has been received and is being ...
The ...
I am ...

We are ...
and have ...
The ...

I am ...
and hope to have the ...
The ...
I am ...

Very truly yours,

Respectfully,
[Signature]

1919

NEW YORK OFFICE 395 BROADWAY

HIGGINBOTHAM-BAILEY-LOGAN CO.**WHOLESALE DRY GOODS****DALLAS, TEXAS**

July 15, 1925.

T. R. Hutchins & Son,
Grandview, Texas.

Gentlemen:

We are in receipt of your letter of a few days ago in reference to your recent statement. It seems that there is some misunderstanding somewhere, or some confusion in regard to the invoices. We have therefore prepared and are enclosing an itemized statement of your account and will thank you to kindly check up on same, advising us of any differences you may find.

Yours very truly,

HIGGINBOTHAM BAILEY LOGAN CO.

J. H. Ellen

FHEEEA
encl.



RECEIVED BY THE SECRETARY OF THE ARMY

WASHINGTON, D. C.

DEPARTMENT OF THE ARMY

OFFICE OF THE SECRETARY

T. R. BOWLING & CO.
CINCINNATI, OHIO

January 1, 1900

We are in receipt of your letter of the 29th inst. and in response to your request for information regarding the same. It is noted that you are interested in the purchase of a certain quantity of material. We are sorry to hear that you are unable to obtain the same at the price you desire. We are, however, in a position to supply you with the material at a price which we believe to be reasonable. We are sorry that we are unable to supply you with the material at the price you desire, but we are in a position to supply you with the material at a price which we believe to be reasonable. We are sorry that we are unable to supply you with the material at the price you desire, but we are in a position to supply you with the material at a price which we believe to be reasonable.

Very truly yours,

THOMAS BOWLING & CO.

THE
END



#1
ARTHUR L. KRAMER, PRESIDENT
LEON A. HARRIS, VICE-PRESIDENT
I. I. LORCH, SECRETARY

A. Harris & Company

Dallas, Texas

Mr. J. Wilbur Ard,
Dallas, Texas

Dear Fellow Student:

Here's a little story that will interest you in more ways than one.

Leon Harris, the merchandise manager down at Harris' where I am the S.M.U. representative, bought a lot of shirts the other day, "a lot" is exactly correct) 1842 dozen, figure it yourself - more than twenty-two T-H-O-U-S-A-N-D isn't it?

Now here's the point that interests you. The salesmens' samples were in the lot,--the best looking shirts you ever saw--they are \$2.50, \$3, \$3.50, \$4 and \$5 Shirts- actual values - and we are going to sell them now at \$1.98 or 3 for 5.65.

New! Brand new shirts! And later on you will see the exact shirts sold from these samples, in the displays of the so-called "exclusive" mens furnishing stores at the \$2.50 to \$5.00 prices. You can buy them now at Harris' at \$1.98,- actually get three for about the regular price of one, - in new pleated bosoms, in regular neckbands, with or without collar to match, or in the collar attached styles. They are the fancy styles that the young fellows wear, in as loud or subdued patterns as you wish.

Come down to Harris'--Main, Akard and Elm Streets,--right on the street floor, I'll be there all day Friday and Saturday,- be sure to look me up.

Grace J. Mcabee

Representing Harris'
Main, Elm & Akard Sts.

A. Harris & Company

Dallas, Texas

Mr. J. W. Williams,
Dallas, Texas

Dear Fellow Student:

Here's a little story that will interest you in some ways
than one.

I am the S.W. representative, bought a lot of shirts the other
day, "exactly correct" 1843 dozen, figure is yourself -
more than twenty-two F-B-C-U-S-A-M-D isn't it?

Now here's the point that interests you. The shipments
samples were in the lot,--the best looking shirts you ever saw--
they are \$2.50, \$2, \$1.50, \$1 and \$2 shirts--actual values--and
we are going to sell them now at \$1.98 or 2 for \$3.95.

Well, brand new shirts! And later on you will see the
exact shirts sold from these samples, in the displays of the so-
called "exclusive" men's furnishing stores at the \$2.50 to \$3.00
prices. You can buy them now at Harris' at \$1.98--actually get
thirty for about the regular price of one,--in new plaid patterns,
in regular neckbands, with or without collar to match, or in the
collar attached styles. They are the fancy styles that the young
fellow wear, in as loud or subdued patterns as you wish.

Come down to Harris'--Main, Ward and Elm Streets--right
on the street floor, I'll be there all day Friday and Saturday--
be sure to look me up.

Representing Harris',
Main, Elm & Akard Sts.

HIGGINS & GOLLMAR

INCORPORATED.

LITHOGRAPHED PAPER PRODUCTS

OFFICE AND FACTORY
30-38 FERRY STREET
(SCHIEREN BUILDING)

COLOR DEPARTMENT.
ADVERTISING DISPLAYS.
FOLDING BOXES.
LABELS.

COMMERCIAL DEPARTMENT
BUSINESS FORMS.
BONDS.
STOCK CERTIFICATES.

NEW YORK December 17, 1926.

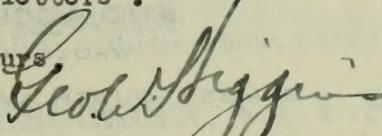
Miss Marion G. Fottler,
Southern Methodist University,
Dallas, Texas.

Dear Madam:-

Sorry to say, the data you request in your December 10th,
letter - is not in such form that we can send it out.

For we really would like to co-operate in your's and every
other effort toward "better letters".

Sincerely yours,



GEO. W. HIGGINS, VICE PRESIDENT



BETTER LETTERS
BRING BIGGER BUSINESS

MOTOR

The National Magazine of Motoring

119 WEST 40TH STREET
NEW YORK



CABLE ADDRESS "BRUNO New York"

ESTABLISHED 1834

HIS MASTER'S VOICE
REG. U.S. PAT. OFF. M. DE F. MARCA INDUSTRIAL REGISTRADA

C. BRUNO & SON. INC.

VICTROLAS, VICTOR RECORDS
AND ACCESSORIES

WHOLESALE ONLY

351-353 FOURTH AVE., NEW YORK CITY



GENERAL OPTICAL COMPANY, INC.

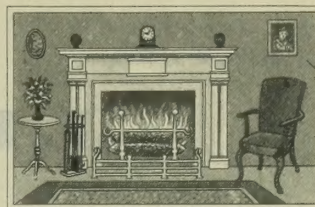
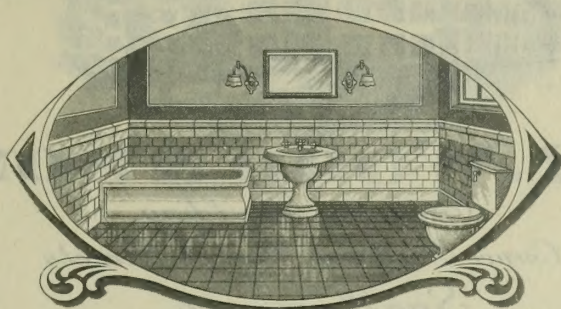
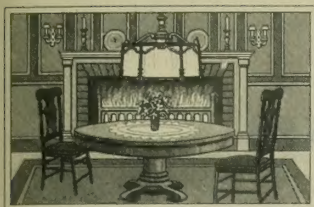
• EXECUTIVE OFFICES •

MOUNT VERNON, N.Y.

SALES OFFICES
MOUNT VERNON, N.Y.
CHICAGO, ILLINOIS
SAN FRANCISCO, CAL.

FACTORIES
MOUNT VERNON, N.Y.
TILTON, N. HAMPSHIRE
TOLEDO, OHIO

VICK'S TILE & FIXTURE CORP.



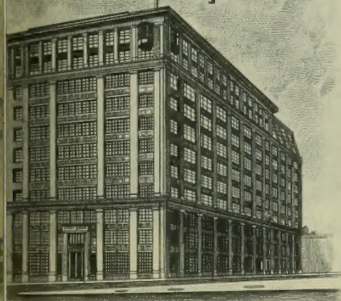
121 COLLEGE PLACE · NORFOLK, VA.

DOUGLAS
PRESIDENT

BRANCHES IN
CHICAGO
DETROIT
SAN FRANCISCO

CABLE ADDRESS
DUPLEXGOV, NEW YORK
WESTERN UNION CODE

Home of Duplex



THE DUPLEX ENGINE GOVERNOR CO.

INCORPORATED

— MANUFACTURERS OF —

DUPLEX AND SIMPLEX PRECISION GOVERNORS
FOR INTERNAL COMBUSTION ENGINES
AUTOMATIC AEROPLANE IGNITION INTERRUPTERS

36 FLATBUSH AVENUE EXTENSION

BROOKLYN, N.Y. U.S.A.

TRADE MARK
NONE OTHER

GRAVENS DIRECTOR OF SALES

BOSTON
CHICAGO
PHILADELPHIA
SAN FRANCISCO



IN ALL THE WORLD'S MARTS

ENGLAND
CANADA
FRANCE
CABLE ADDRESS
AMCORAZ BROOKLYN

AMERICAN SAFETY RAZOR CORPORATION
BROOKLYN, NEW YORK

*Diamond Cutters
Wedding Ring Makers*



*Manufacturers of
Fine Gold and Platinum
Jewelry*

J. R. WOOD & SONS
*Examiner Building
Corner Third and Market Streets
San Francisco*

WALTER SCOTT & COMPANY

MANUFACTURERS OF

PRINTING MACHINERY

MAIN OFFICE AND FACTORY
PLAINFIELD, NEW JERSEY, U. S. A.

CABLE ADDRESS:
"WALTSCOTT, NEW YORK"

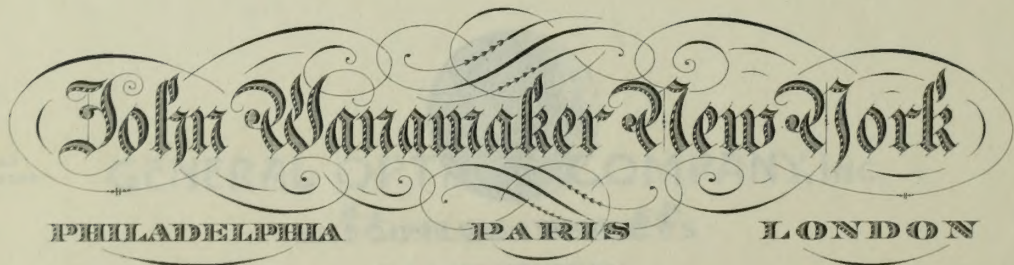
CODES USED:
A. B. C. 5TH EDITION AND OUR OWN.

NEW YORK OFFICE
BROKAW BUILDING
1457 BROADWAY, AT
CHICAGO OFFICE
MONADNOCK BUILDING

Address all Business Communications to the Company

Plainfield, N. J.

SCOTT "MULTI-UNIT" NEWSPAPER PRESS.



New York

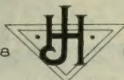
JOHNSON & HOPKINS Co.

INC.

FINANCE CONSTRUCTION
CAPITAL MANAGEMENT

TELEPHONES
FITZ ROY 0865-0866

ESTABLISHED 1918



INCORPORATED 1921

398 FIFTH AVENUE
NEW YORK CITY

LAMONT, CORLISS & COMPANY

AGENTS FOR MANUFACTURERS

131 Hudson St.,

NEW YORK

BRANCHES:

BOSTON
BUFFALO
CHICAGO
MINNEAPOLIS
PHILADELPHIA
PITTSBURGH
MONTREAL
SAN FRANCISCO
SEATTLE

CABLE ADDRESS "ORTHODOX"



THE AMERICAN BANKERS ASSOCIATION

FIVE NASSAU STREET
NEW YORK, N.Y.

CABLE ADDRESS: "ABAN," NEW YORK

LEADING HOUSE SECTION

PRESIDENT
JOHN R. WASHBURN
VICE PRESIDENT CONTINENTAL AND COMMERCIAL
NATIONAL BANK, CHICAGO, ILL.

VICE PRESIDENT
JAMES RINGOLD
VICE PRESIDENT UNITED STATES
NATIONAL BANK, DENVER, COLO.

CHIEF MAN EXECUTIVE COMMITTEE
FRANCIS COATES, JR.
EXAMINER, CLEVELAND CLEARING
HOUSE ASSOCIATION, CLEVELAND, OHIO

SECRETARY
DONALD A. MULLEN
FIVE NASSAU STREET, NEW YORK CITY

National Selected Morticians

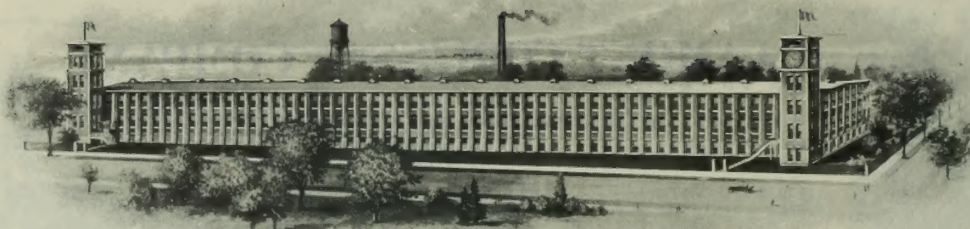
ORGANIZED

SEPT. 15, 1917

ARNOLD A. MOWBRAY
EXECUTIVE SECRETARY

HEADQUARTERS - 803 RENSCHAW BLDG

PITTSBURGH, PA.



TRADE MARK
B-D
REG. U.S.

CABLE ADD.
"BEDE"
A. B. C. E

BECTON, DICKINSON & Co.

DRUGGISTS, SURGICAL, DENTAL & VETERINARY SPECIALTIES,
THERMOMETERS, SYRINGES, NEEDLES, ATOMIZERS & LEATHER GOODS.

RUTHERFORD, N.J.



BROADWAY AT SIXTY-FIRST STREET, NEW YORK CITY

ANCHOR POST IRON WORKS

SALES OFFICES

NEW YORK, N.Y.
BOSTON, MASS.
HARTFORD, CONN.
PHILADELPHIA, PA.
CLEVELAND, O.
CHICAGO, ILL.
MINEOLA, N.Y.
ROCHESTER, N.Y.
DETROIT, MICH.
CINCINNATI, O.
PITTSBURGH, PA.

MANUFACTURERS AND ERECTORS OF
IRON RAILINGS AND GATES

WIRE FENCES FOR ALL PURPOSES

EXECUTIVE OFFICE

GARWOOD, N. J.

FACTORIES
GARWOOD, N. J.
CLEVELAND, O.

WE GIVE OUR PRINCIPALS EVERY FACILITY OF A DIRECT LOCAL OFFICE

ESTABLISHED 1912

John J. Carey

Manufacturers Agent

GROCERY AND KINDRED PRODUCTS

88 MAIDEN LANE

ALBANY, N.Y.

UTICA OFFICE
204 BLANDINA STREET



RAY H. BENNETT LUMBER CO., INC.

LUMBER-LATH
SHINGLES

Bennett Homes
Better Built Ready Cut

WINDOWS-DOORS
MILL WORK

NORTH TONAWANDA, N.Y.

ANCHOR POST IRON WORKS

IRON RAILINGS AND GATES

SARWOOD, N. J.



BETTER LETTERS
BRING BIGGER BUSINESS

JOHN J. CARNEY

CO. & MANUFACTURING CO.

NEW YORK

NEW YORK

RAY H. BENNETT LUMBER CO.

NORTH YONKERS, N.Y.

LUMBER - LATH
SHINGLES



C H I C A G O

Now
HOCKADAY, INC.

December 16, 1926.

Miss Marion G. Fottler,
Dallas School of Commerce,
Southern Methodist University,
Dallas, Texas.

Dear Miss Fottler:

It is a pleasure to be able to
help you in any way I can.

But instead of sending you some
Hockaday letters, which I don't
happen to have around right now,
I am sending you nine letters
used by the Automatic Burner Cor-
poration to sell the ABC Oil
Burner. I am also Advertising
Manager for that Company.

If I can be of any service, you
should not hesitate to call on
me.

Sincerely,

Ernest Haupt
Advertising Manager,
Hockaday, Inc.

EHH:DMC
Encl.



CHICAGO

Now
HOCKADAY, INC.

December 16, 1933.

Miss Marion G. Foster,
Dallas School of Commerce,
Southern Methodist University,
Dallas, Texas.

Dear Miss Foster:

It is a pleasure to be able to
help you in any way I can.

But instead of sending you some
Hockaday letters, which I don't
happen to have around right now,
I am sending you nine letters
used by the Automatic Letter Cor-
poration to sell the ABC Oil
Burner. I am also advising
Manager for that Company.

If I can be of any service, you
should not hesitate to call on
me.

Sincerely,

Wm. H. Hockaday
Wm. H. Hockaday,
Hockaday, Inc.

WHL:DWC
Encl.

HOCKADAY

T. R. Hutchins

#2
E. J. Hutchins

T. R. HUTCHINS & SON
DRY GOODS. GROCERIES

GRANDVIEW, TEXAS

Feb. 1, 1926.

Mr. T. R. Jones,
Itasca, Texas.

Dear Sir;

Do you remember that time you loaned your friend Bill five dollars for a couple of weeks, and after more than two weeks had passed you met him on the street and said, "Bill, how about that five?" Did Bill turn on his heel and walk away without a word? Being a gentlemen, he did not.

He either said, "Right you are, old man. Sorry I forgot it ---- here you are," and paid; or he said "Sorry I haven't got it on me, but I'll pay you next Saturday sure," and he kept his word.

Did it ever occur to you that to utterly ignore a letter asking for payment of an overdue account is just as discourteous as it would have been if Bill had turn his heel and left you without a word?

It won't cost you even an envelope and stamp to answer us -- we enclose them. Put in your check and get this small account out of the way. If you can't do that figure out the date you can pay and write us so we'll know where we stand.

H

T. R. Hutchins

E. J. Hutchins

1.
cont.

T. R. HUTCHINS & SON
DRY GOODS. GROCERIES

—
GRANDVIEW, TEXAS

Don't "turn on your heel" and walk away without a word.

Yours very truly,

T. R. Hutchins & Son.

T. E. HITCHING & SON

DRY GOODS BUSINESS

ESTABLISHED 1840

100 N. 3rd St. St. Louis, Mo.
Wholesale and Retail
Business

TEXAS COMMITTEE

#1
NATIONAL COMMITTEE

HARLES L. SANGER, CHAIRMAN
 DGE JOS. E. COCKRELL
 D. CONNOR
 SAN COLBY HALL
 EV. W. S. JACOBS
 T. REV. HARRY T. MOORE
 RS. HARRY REDMOND
 RES. CHARLES C. SELECMAN
 EV. GLEN SNEED
 EV. L. N. D. WELLS
 /M. NEHEMIAH WIGGINS

STATE DIRECTOR
 C. M. BUZBY

INTERNATIONAL

GOLDEN RULE

NEAR EAST RELIEF

SUNDAY DEC. 5, 1926

TEXAS HEADQUARTERS
 816 ALLEN BLDG.

JOHN H. FINLEY, HONORARY CHAIRMAN
 ARTHUR E. BESTOR
 EDWIN M. BULKLEY
 S. PARKES CADMAN
 CLEVELAND E. DODGE
 JAMES G. HARBORD
 FRANK G. LOWDEN
 WILLIAM B. MILLAR
 JOHN R. MOTT
 MRS. PERCY V. PENNYBACKER
 DANIEL G. POLING
 ALBERT SHAW
 FRED B. SMITH
 MRS. LEROY SPRINGS
 CHARLES V. VICKREY
 FELIX WARBURG
 MARY E. WOOLLEY

DALLAS, TEXAS December 3, 1926.

Mr. Marion G. Fottler,
 Dallas, Texas

Dear Friend:

This past summer I traveled to the eastern end of the Mediterranean, to Greece, Palestine, Syria, and there I saw Moshel.

He was - three when his father was murdered by the Turks;
 - four when his home was burned and his mother butchered;
 - thrown into the streets of war-stricken Turkey, alone;
 - nearly ten when an American found him -- filthy, emaciated,
 half wild-animal, afraid of men, a vagabond.

He is - a fine, clean boy of fifteen;
 - a clever artisan, a silversmith;
 - the monitor of two hundred small boys who adore him;
 - the finest kind of teacher and influence for these boys;
 - a first class citizen in the making.

Because- strong body, good brain, indomitable courage kept him alive through more than five years (four to nine) of crushing hardship and brutality;
 - an American found him and gave him his chance, in the name of Americans who sent the White Star of Near East Relief.

Moshel is a typical orphan of the Near East. The weaklings died. The strong survived. We gave food, clothes, shelter, medical care. And we are training them for self-support at sixteen and for productive citizenship.

120,000 have graduated from our orphanages and industrial schools.
 35,000 are under fifteen; 65% under the teen age.

In writing this letter to you I firmly believe that the Near East Relief is the finest piece of big scale constructive philanthropy that any nation has ever done. A fine job well done in the spirit of the Golden Rule.

It needs your help to go on. The work is not finished. \$100 gives full care to a child for a year. \$10 feeds a child for sixty days.

Yours till the job is done,

M. O. Lowmy

GOVERNMENT RELIEF NEAR EAST RELIEF

SUNDAY, DEC. 3, 1923

TEXAS HEADQUARTERS

December 3, 1923

Mr. Marion G. Fetter,
Dallas, Texas

Dear Friend:

This past summer I traveled to the eastern end of the Mediterranean, to Greece, Palestine, Syria, and there I saw Moschel.

He was - three when his father was murdered by the Turks;
- four when his home was burned and his mother butchered;
- thrown into the streets of war-torn Turkey, alone;
- nearly ten when an American found him - a little, emaciated,
- half wild-animal, afraid of men, a vagabond.
He is - a fine, clean boy of fifteen;
- a clever craftsman, a silver-smith;
- the monitor of two hundred small boys who adore him;
- the finest kind of teacher and influence for these boys;
- a first class citizen in the making.
Because - strong body, good brain, indomitable courage kept him alive
through more than five years (four to nine) of crushing
hardship and brutality;
- an American found him and gave him his chance, in the name
of Americans who sent the White Star of Near East Relief.

Moschel is a typical orphan of the Near East. The warlings died.
The strong survived. We gave food, shelter, medical care. And we
are training them for self-support at sixteen and for productive citizenship.

150,000 have graduated from our orphanages and technical schools.
50,000 are under training; 500,000 more are to be trained.

In writing this letter to you I think I have said the worst that
could be said of the Near East. I have said the worst that
could be said of the Near East. I have said the worst that
could be said of the Near East.

If needs your help so to say. The work is of finished. 1923 close
will open to a child for a year. \$10 for a child for sixty days.

Yours All the time is none,

Handwritten signature

#1

International INDEMNITY COMPANY

Casualty Insurance
HOME OFFICE LOS ANGELES, CALIFORNIA

N. BLACKSTOCK
President
MAX E. HAYWARD
Vice Pres. & General Manager
EMIL JOHNSON
Secretary



BRANCH OFFICE
1320-1323 KIRBY BUILDING
DALLAS, TEXAS
Phone Y 4200
GRADY W. ALLEN, MANAGER

HARRY I. MAXSON
1514 SANTA FE BLDG.
DALLAS, TEXAS

Dear Sir:

Beg to acknowledge receipt of your application for Liability Insurance on your cars for which we thank you. We are enclosing binders on same and will forward policies in a few days.

Of course, you understand the Magnolia Petroleum Company is requesting that you carry Liability (only) insurance for both your protection as well as theirs. We have been successful in securing a very low liability rate for all Magnolia Agents with the hope of soliciting direct and securing some of the other coverages with the distinct understanding that the Magnolia is not in any way requesting or suggesting that you purchase any insurance from us. We will be glad to add to your policy by endorsement at a much lower cost to you than obtainable elsewhere, the coverages with rates quoted below:

<u>Make</u>	<u>Policy</u>	<u>Amount</u>	<u>Rate</u>	<u>Premium</u>
)Fire and theft			
)Property Damage			
)Fire and theft			
)Property Damage			
)Fire and theft			
)Property Damage			

Assuring you of our appreciation of your favorable consideration and awaiting your advices, we are,

Yours very truly,

HARRY I. MAXSON, Agent,

By

HIM:H

INTERNATIONAL INDemnITY COMPANY

Casualty Insurance
Incorporated in the State of New York

BRANCH OFFICE
1700 NEW YORK
DALLAS, TEXAS
Phone Y 426
EDDY W. ALLEN, Manager



HARRY I. MAXSON
The Branch Office
DALLAS, TEXAS

2,000,000.00
Amount Insured
in the State of New York
and in other States

Dear Sir:

Reg to acknowledge receipt of your application for
Liability Insurance on your car for which we thank you. We
are enclosing herewith on same and will forward policies in a
few days.

Of course, you understand the Magnolia Petroleum Com-
pany is requesting that you carry Liability (only) insurance
for both your protection as well as theirs. We have been suc-
cessful in securing a very low liability rate for all Magnolia
Agents with the hope of soliciting direct and securing some of
the other coverage with the distinct understanding that the
Magnolia is not in any way requesting or suggesting that you
purchase any insurance from us. We will be glad to add to your
policy by endorsement at a much lower cost to you than obtain-
able elsewhere, the coverage with rates quoted below:

Make	Policy	Amount	Rate	Premium
	(Fire and theft) (Property Damage)			
	(Fire and theft) (Property Damage)			
	(Fire and theft) (Property Damage)			

Assuring you of our appreciation of your favorable
consideration and awaiting your advice, we are,

Yours very truly,

HARRY I. MAXSON, Agent

BY

HIM:H

INTERNATIONAL LUMBER COMPANY

NORFOLK BRANCH

MANUFACTURERS OF

NORTH CAROLINA PINE, GUM, POPLAR
AND OTHER WOODS

GENERAL OFFICE, RICHMOND, VA.

NORFOLK, VA.

V. FIELD, Manager
D. T. NELMS, Paymaster

John E. Powell,
Jacksonville, Florida.

Dear Sir:-

A negro in a drug store talking
over a public telephone:

"Hello, is dat you, Mrs. Jones?
I see youah ad for a man in de
papah two weeks ago. I see!---
Is you satisfied wid de man you
got?---You is?---All right, tahnk
you, ma'am."

"Too bad someone has the job,"
the druggist said to him.

"Dat's all right, Boss. You
see, I'se de man what got de
job two weeks ago an' was just
checking up."

Six months ago, we sold you a Fulton wood
sawing outfit. We told you before you bought that
the "Fulton" had endurance and "PEP", which makes it
willing to work and that it works quickly and
accurately. In other words, the "Fulton" is a "man"
you can count on.

Now, we are checking up---"Is you satisfied
wid de man you got?"

We enclose a question card and a stamped
envelope. Check off the blanks on the question card
and send to us in the envelope.

We want to know that you get service from
the "Fulton" or we get busy to see that you do.

Yours very truly,

INTERNATIONAL LUMBER COMPANY

INTERNATIONAL LUMBER COMPANY

NORTH CAROLINA

AND OTHER WOODS

Wilmington, N.C.

Dear Sir:

I have the honor to acknowledge the receipt of your letter of the 10th inst.

in relation to the purchase of lumber for the construction of the new building at the site of the new mill. I have the honor to inform you that the lumber has been ordered and will be delivered to you as soon as it is available.

I am, Sir, very respectfully,
Your obedient servant,

J. H. Smith
General Manager

I have the honor to inform you that the lumber has been ordered and will be delivered to you as soon as it is available.

I am, Sir, very respectfully,
Your obedient servant,

J. H. Smith
General Manager

I have the honor to inform you that the lumber has been ordered and will be delivered to you as soon as it is available.

Very truly,
Yours,

J. H. Smith
General Manager

MANUFACTURING JEWELERS
JOBBER'S AND
TRADE REPAIRERS

Josten
Manufacturing
COMPANY.
1010 IDS MAIN ST. OWATONNA, MINN.

✓

In Reply Refer to.

APRIL
THIRD
1925.

Mr. Stuart W. Davis,
3931 Weldon Ave.,
Dallas, Texas.

Dear Sir:

Received your letter of March thirty-first,
and wish to inform you that your additional order for
pins No. 1366 will be rushed right through.

You undoubtedly know that it is necessary
to make up an order of this kind, which required the
additional time, and which is the cause of the pins being
delayed slightly. Cups, however, we have in stock, and
can ship promptly upon receipt of orders.

You mention something about a Sporting Goods
House offering "The Josten Mfg. Co." medals at a 40% discount.
We will greatly appreciate it, if you will advise us who
this concern is. We are sure that no concern can offer this
discount from price list such as sent you, and if they are,
they are selling the medals under cost.

It just occurred to us, that possibly this
concern has had one of our old catalogues, in which we
figured prices at @50% discount, and if might just be that
they still have one of these catalogues.

We would suggest that you compare prices,
and then advise us if their prices are considerably lower
than those you quote. Also advise us name of concern, --
so that we can see if a catalogue was sent them sometimes
ago.

We want to assure you that prices we
have given you cannot be under bid ~~you~~ on medals, --
and we are sure that if it is our medal, you will find

#1
21 Francis Street,
Fitchburg, Mass.,
Aug. 25, 1926.

R. D. Kimball Co.,
6 Beacon St.,
Boston, Mass.

Gentlemen:

The writer is prospecting for an opening which you might have in the engineering branch of your business.

The qualifications that I have cover a period of thirteen years in engineering as a draftsman which includes office and field work in connection with installations, estimating and scheduling of work for construction.

If you have a position to fill and should consider me for same, I would be very pleased to arrange for an interview.

Thanking you kindly for your attention and trusting I may be favored with an early, I am

Very truly yours,

James J. Joyce

Rec'd By..... Date.....
J. V. K. Noted Ans.
C. W. K. Noted Ans.
R. C. K. Noted Ans.
G. W. K. Noted Ans.
N. C. R. Noted Ans.
R. H. K. Noted Ans.
FILE

21 Franklin Street,
Boston, Mass.,
Aug. 25, 1922.

R. D. Kimball Co.,
8 Beacon St.,
Boston, Mass.

Gentlemen:

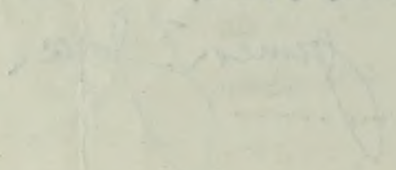
The writer is prospecting for an opening which you
might have in the engineering branch of your business.

The qualifications that I have cover a period of
thirteen years in engineering as a draftsman which includes
office and field work in connection with installations, esti-
mating and scheduling of work for construction.

If you have a position to fill and should consider
me for same, I would be very pleased to arrange for an inter-
view.

Thanking you kindly for your attention and trusting
I may be favored with an early reply, I am

Very truly yours,



RECORDED
INDEXED
FILED
AUG 28 1922
FBI - BOSTON

LAMONT, CORLISS & COMPANY

AGENTS FOR MANUFACTURERS

BRANCHES

BOSTON BUFFALO CHICAGO
PHILADELPHIA PITTSBURGH
SAN FRANCISCO SEATTLE TORONTO

131 HUDSON STREET
NEW YORK

September 29, 1926.

THE TWO-CHOCOLATE IDEA

This season our manufacturers will publish a series of national advertisements which will have a new meaning to every merchandizer of milk chocolate in this country.

This campaign is based on the "two-chocolate" idea. This idea is simple, logical and easy to grasp.

Practically everybody likes milk chocolate. But not everybody likes the same kind.

Some prefer a strong, dark blend which brings out the full chocolate flavor.

Others prefer a smoother, lighter creamier blend.

The Peter Cailler Kohler Swiss Chocolates Company is the only manufacturer equipped to satisfy both these two tastes.

Through a series of advertisements starting September 18th and running every other week in the Saturday Evening Post this story will be impressed upon millions of milk chocolate lovers this season. They will be coming to confectionery counters everywhere to choose their favorite blend, Peter's "Richest in Chocolate", or Nestle's "Richest in Cream".

If you could use a fresh set of samples for your display tray just drop us a line and we will be delighted to supply you.

Very truly yours,

LAMONT, CORLISS & COMPANY,

Sales Department.

P.S. Enclosed find advance proof of full page to appear October 9th.

LAMONT, CORLIS & COMPANY

AGENTS FOR MANUFACTURERS

MANUFACTURERS
OF
CONDENSED MILK
AND
STERILIZED MILK
AND
CREAM

131 HUDSON STREET
NEW YORK

September 23, 1926.

THE TWO-CHOCOLATE IDEA

This season our manufacturers will publish a series of national advertisements which will have a new meaning for every manufacturer of milk chocolate in this country.

This campaign is based on the "Two-Chocolate" idea. This idea is simple, logical and easy to grasp.

Practically everybody likes milk chocolate. But not everybody likes the same kind.

Some prefer a strong, dark blend which brings out the full chocolate flavor.

Others prefer a sweeter, lighter creamier blend.

The Peter Galtier Malted Swiss Chocolate Company is the only manufacturer equipped to satisfy both these tastes.

Through a series of advertisements starting September 18th and running every other week in the Saturday Evening Post this story will be impressed upon millions of milk chocolate lovers this season. They will be coming to confectionery counters everywhere to choose their favorite blend, Peter's "Blended in Chocolate", or Nestle's "Richness in Cream".

If you could use a fresh set of samples for your display just drop us a line and we will be delighted to supply you.

Very truly yours,

LAMONT, CORLIS & COMPANY,

Sales Department.

P.S. Enclosed find advance proof of full page to appear October 9th.

LAMONT, CORLISS & COMPANY

AGENTS FOR MANUFACTURERS

BRANCHES

BOSTON BUFFALO CHICAGO
PHILADELPHIA PITTSBURGH
SAN FRANCISCO SEATTLE TORONTO

131 HUDSON STREET
NEW YORK

September 23, 1926.

(THIS LETTER WAS SENT TO MILITARY ACADEMIES ALREADY SOLD.)

No. 1

Military Academies Already Sold

Hungry for Sweets. Hungry for good, wholesome milk chocolates. That's how the Cadets will feel when they come into the canteen this Fall. Last year you sold them several assortments of

PETER'S AND NESTLE'S MILK CHOCOLATES

We are pleased to inform you that we have recently taken over the exclusive sale for Sportsman's Chocolate Bracer - "A Man's Chocolate". Sportsman's Bracer is a vanilla chocolate with a smooth rich chocolate flavor. With the three blends you can satisfy everyone.

Your attention is invited to our Army-Navy assortment. At 75¢ per box this costs you \$45.00 and sells for \$72.00. Shipment will be made direct, f.o.b. destination - just as to a regular army post.

Send us your order on our special order form, and we shall see that you get prompt service.

Very truly yours,

LAMONT, CORLISS & COMPANY,

A. R. Epton
Sales Department.

HRU:FMJ

P.S. Knowing that you will want to look over the most popular 5¢ and 10¢ bars again, we are sending a bundle under separate cover containing specimen packages. Kindly look for it in the mails within the next day or so.

LAMONT, CORLIS & COMPANY

AGENTS FOR MARYLAND

101 HUDSON STREET
NEW YORK

September 23, 1926.

(THIS LETTER WAS SENT TO MILITARY ACADEMIES ALREADY SOLD.)

No. 1

Military Academies Already Sold

Hungry for sweets. Hungry for good, wholesome milk chocolate. That's how the Cadets will feel when they come into the canteen this Fall. Last year you sold them several assortments of

PETTER'S AND VAGUE'S MILK CHOCOLATE

We are pleased to inform you that we have recently taken over the exclusive sale for Sportmen's Chocolate Bracer - "A Man's Chocolate". Sportmen's Bracer is a vanilla chocolate with a smooth rich chocolate flavor. With the three brands you can satisfy everyone.

Your attention is invited to our Army-Navy assortment. At 75¢ per box this costs you \$45.00 and sells for \$75.00. Shipment will be made direct, f.o.b. destination - just as to a regular army post.

Send us your order on our special order form, and we shall see that you get prompt service.

Very truly yours,

LAMONT, CORLIS & COMPANY

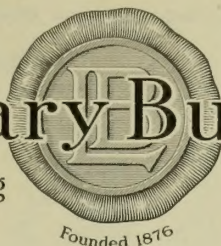
Sales Department

HRU:BMJ

P.S. Knowing that you will want to look over the most popular of and for sale again, we are sending a sample order separate cover containing specimen packages. Kindly look for it in the mail within the next day or so.

Library Bureau

Card and filing
systems



Filing cabinets
wood and steel

General Sales Department

New York

February 18, 1924

Miss Marion G. Fottler,
College of Business Admin., Boston Univ.,
525 Boylston Street,
Boston, Mass.

My dear Miss Fottler:

Our coupon from the N. E. A. Journal signed by
you has been received.

I am very glad indeed to send you information
about our New Method of Teaching Filing. The enclosed
booklet describes the course and equipment.

This equipment and course has been offered but
a short time. However, over 300 schools have installed it.
Satisfaction is reported everywhere and installations are
being enlarged for this year's work.

A new offer has just been made. To any school
that will purchase one complete set of the equipment and
text for the teacher's use, a total cost of \$16.60, a free
course will be given the teacher through the American In-
stitute of Filing Home Study Department, 80 Boylston Street,
Boston, Mass.

I hope you may give me an opportunity to tell
you more about this important subject.

Thanking you for the inquiry, I am

Very truly yours,

D. W. Duffield
Educational Division

D.W.Duffield
MA Enc.

Librarian

Chief Librarian
New York

Chief Librarian
New York

New York
January 10, 1914

Mr. J. B. Connelley,
Director of the New York
Public Library,
Astor Lenox Tilden Building,
New York City.

Dear Mr. Connelley:

I am very glad to hear that you are
interested in the work of the
New York Public Library.

I am sure that you will find the
work of the New York Public Library
very interesting and valuable.

This organization has been working for
many years to improve the
public libraries of New York City.

I am sure that you will find the
work of the New York Public Library
very interesting and valuable.

I am sure that you will find the
work of the New York Public Library
very interesting and valuable.

Very truly yours,

John D. Rockefeller

John D. Rockefeller
The Rockefeller Foundation
New York City

J. D. Rockefeller
New York City

#1

DEPARTMENT OF WATER AND POWER

CITY OF LOS ANGELES

MUNICIPAL WATER AND POWER BLDG. 207-9-11 SO. BROADWAY TEL. METROPOLITAN 4200

BUREAU OF WATER WORKS & SUPPLY

WM. MULHOLLAND, CHIEF ENGINEER AND GENERAL MANAGER

BUREAU OF POWER & LIGHT

E. F. SCATTERGOOD, CHIEF ELECTRICAL ENGINEER AND GENERAL MANAGER

Personnel and Efficiency Division

C. A. Dykstra, Director.

December 8th, 1926.

DEAR FRIEND:

We have much pleasure in announcing that we are now occupying our new home, whose location is described on this page.

We should like to discuss your book needs with you and have your suggestions for improvement of our service.

Miss Marian G. Fottler
Southern Methodist University
Dallas, Texas

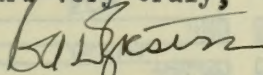
Heretofore our offices have closed at noon on Saturdays, but for your convenience we have decided to remain open until 2:00 P.M.

Dear Miss Fottler:
Our display rooms will remain open until 2:00 P.M.

This department does not practise the art of form letters very much and I assume from your inquiry that they are what you want.

In their stead, I am enclosing some sample copies of leaflets sent out from time to time with our monthly statements. I am enclosing also, a statement of the Educational Program of this department.

Yours very truly,



Director, Personnel and
Efficiency

D-1

DEPARTMENT OF WATER AND POWER

CITY OF LOS ANGELES

MUNICIPAL WATER AND POWER BLDG 207-211 SO BROADWAY TEL METROPOLITAN 4500

BUREAU OF POWER & LIGHT
E. R. SCATTERGOOD, Chief Engineer, General and District Manager

BUREAU OF WATER WORKS & SUPPLY
W. H. HOLLAND, Chief Engineer and General Manager

General and Efficiency Division
J. A. Fisher, District

December 8th, 1928.

Miss Marian G. Fottler
Southern Methodist University
Dallas, Texas

Dear Miss Fottler:

This department does not practice the art of
form letters very much and I assume from your inquiry that
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copies of leaflets sent out from time to time with our
monthly statements. I am enclosing also, a statement of the
Educational Program of this department.

Yours very truly,
W. H. Holland
Director, Personnel and
Efficiency

HERE WE ARE

DEAR FRIEND:

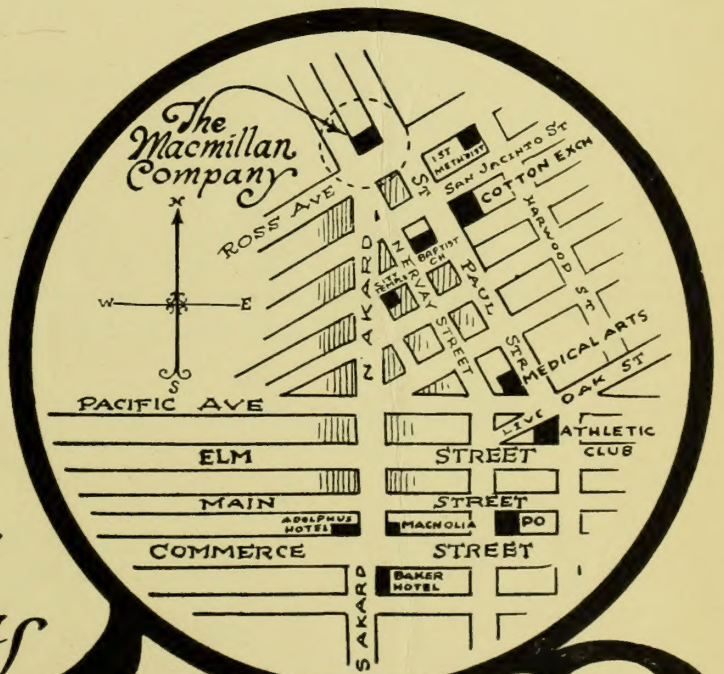
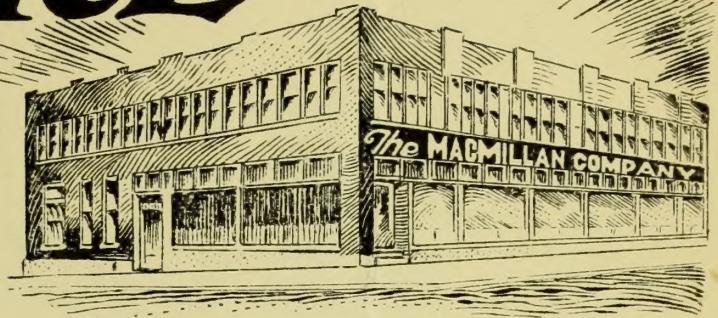
We have much pleasure in announcing that we are now occupying our new home whose location is described on this page.

We should like to discuss your book needs with you and have your suggestions as to the improvement of our service.

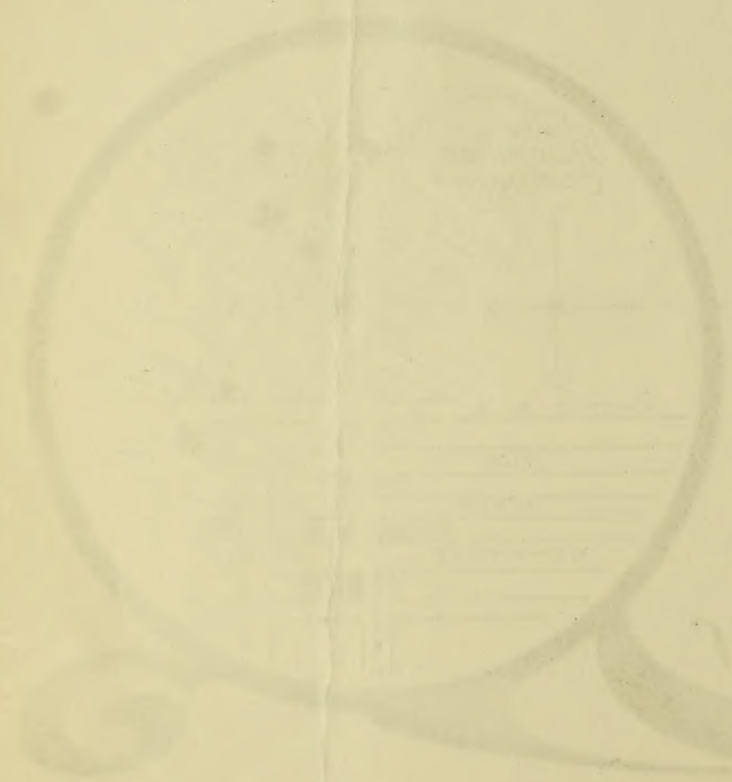
Heretofore our offices have closed at noon on Saturdays, but for your convenience our reception and display rooms will remain open till five.

COME TO SEE US

*The Macmillan
Company
Dallas, Texas*



THESE
WE ARE



The Hamilton
Company
Publishers

McGraw-Hill Book Company, Inc.

PUBLISHERS OF

Engineering, Scientific and Business Books

370 SEVENTH AVENUE

PENN TERMINAL BUILDING

NEW YORK

LONDON

McGraw-Hill Publishing Co., Ltd.
6 & 8 BOUVERIE ST. E.C. 4

CABLE ADDRESS
"McGrawHill," NEW YORK

ES H. McGRAW
CHAIRMAN OF THE BOARD
ARD CALDWELL
PRESIDENT
FIN M. FOSS
VICE-PRESIDENT
ES S. THOMPSON
VICE-PRESIDENT
IS W. McGRAW
SECRETARY AND TREASURER

-for study
-for brushing-up
-for reference
-for research

a sound textbook
Hall's
Theory & Practice
of Advertising
\$5.00
Just out!

THE MAILBAG says:

"The reviewer has come to know in advance that any McGraw-Hill Book on advertising that is announced, will prove upon inspection to be a sound, scholarly and comprehensive treatment of its subject. THE THEORY AND PRACTICE OF ADVERTISING by S. Roland Hall, just published, confirms this expectation and when it is found to contain 10 pages (out of a total of 668) on mail order and direct-mail advertising one is ready to admit its completeness."

COMMERCE AND FINANCE says:

"--many thoughtful and high-minded men and women have been attracted to advertising as a vocation and to them we heartily recommend Mr. Hall's book. Unless we are mistaken they will find it both interesting and informing."

Here is a book that runs the whole gamut of up-to-the-minute advertising theory and practice. It is written out of the intimate experience of one of the most successful and widely experienced men in the field of advertising and selling and in the teaching of advertising.

The three big sections on Copy Writing are alone worth the price of the book. They are a remarkable contribution to the literature of this subject.

The detailed consideration of the merits of the plan of advertising in nationally circulated media as opposed to the plan of constructing a national campaign by the multiplied use of local or regional media is another important feature of the book.

The several sections devoted to a step-by-step description and analysis of complete advertising campaigns of representative advertisers are priceless.

Some of the outstanding features of this new book are:

--a consideration of the fundamental

(Over)

and basic business principles behind every advertising campaign;

--complete treatment of the costs of advertising and selling and the principles of turnover;

--a comprehensive presentation of newspaper advertising, magazine advertising, outdoor and street car advertising, direct advertising, sales letters, follow-up systems and other divisions, etc. etc. etc.

May we send you a copy on approval?

Very truly yours,

McGRAW-HILL BOOK COMPANY, Inc.

St. Matthew's Cathedral

708 SOUTH ERVAY STREET
DALLAS, TEXAS

Nov. 4, 1926

TO EACH INDIVIDUAL COMMUNICANT,
BAPTIZED MEMBER AND FRIEND
OF THE CATHEDRAL

Dear Friend:

We want to make this message just as individual and as personal as possible. We wish we could write each of you a personal note in our own handwriting.

1924 brought to us the opportunity of enlarging our sphere of service, our contacts with the Community and the Diocese. 1925 saw the improvement of the Parish House, the new floor in the Cathedral, the fans and other improvements of a material character. 1926 has been marked by the joyful celebration of our Jubilee,- fifty years of existence as a Cathedral Church. Each year marked OPPORTUNITY and each year was characterized by a real measure of ACHIEVEMENT.

What is to be the dominant note of the season which we have now entered, 1926-1927, the first year of the second half-century of our existence as a Cathedral congregation?

There can be no doubt as to the way in which God is leading us. He is calling each one of us to give ourselves wholeheartedly and enthusiastically to a great spiritual adventure. The Bishop's Crusade is captivating the whole Church. Our effort here will be made in February, when one of the noblest and most devoted leaders in the whole Church comes to us for a two-week Mission.

WHAT IS A MISSION?

Simply a concentrated effort lasting for a limited period to strengthen, confirm and upbuild our own faith, and so send us forth with renewed vigor to face the struggles of life; and equally, an earnest effort to win just as many others as we can to the full privileges of the Christian Religion. If it is to mean anything it must be the earnest, prayerful, consecrated effort of all of us.

The first of these is the fact that the
government has been unable to
bring about a general
reduction in the
cost of living.
The second is the fact that the
government has been unable to
bring about a general
reduction in the
cost of living.
The third is the fact that the
government has been unable to
bring about a general
reduction in the
cost of living.

The fourth is the fact that the
government has been unable to
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government has been unable to
bring about a general
reduction in the
cost of living.

The sixth is the fact that the
government has been unable to
bring about a general
reduction in the
cost of living.

The seventh is the fact that the
government has been unable to
bring about a general
reduction in the
cost of living.

WHAT IS A NATION?

A nation is a group of people
who are united by a common
language, a common
religion, a common
history, and a common
territory.

And all this means preparation in advance. So we are making this appeal to your loyalty. We ask, confidently, your united support. Let us prepare to make 1926-1927 the greatest year in the history of the Cathedral, and let us make it great by signal spiritual progress. Now, let us all pull together:

(1) Let us pledge ourselves solemnly that nothing short of sickness will prevent our being in Church every SUNDAY, BEGINNING NOVEMBER 7 until the time of the Mission,- one Service, at least,- more than one, if possible.

(2) Let us pledge ourselves that we will lose no opportunity to speak about the Mission to others.

(3) Let us, daily, say the prayers for the Mission (card enclosed). Then let us remember those who would be helped by the Mission and begin to pray for them by name.

(4) Let us get all our work done. Let us do everything in our power to help forward the Church's Program and the support of the Parish between now and December 5, so that part of our job will all be behind us when the Mission comes,- well done and completed.

It depends upon each one of us doing our part. We know we may count upon you.

Faithfully, your friends,

ROBERT S. CHALMERS

Dean

ROBERT J. MURPHY

Associate Priest

And all this means preparation in advance. So we are
making this appeal to you to get ready. To get ready, you
must get ready. Let us prepare to make 1935-1936 the greatest
year in the history of the Methodist Church, and let us make it great by
doing spiritual preparation. Now, let us all get ready.

(1) Let us place ourselves, individually and collectively, under
the leadership of Christ in every day, every hour, every minute.
Let us make the time of the Christian - the Christian, as I said,
more than ever before.

(2) Let us place ourselves under the leadership of Christ in every day,
every hour, every minute.

(3) Let us, individually and collectively, make the preparation for the Christian (the
individual). Then, let us remember that we would be helped by the
Methodist and begin to pray for them by name.

(4) Let us get all our work done. Let us do everything
in our power to help forward the Church's Program and the support of
the United Methodist Church. Let us do our part of our duty.
All the things we can do for the Christian Church - well, then, let us do them.

It depends upon each one of us doing our part. So now we
are ready upon you.

Sincerely, your friend,

ROBERT A. CHURCH

Dean

ROBERT A. CHURCH

Associate Editor



Megahan & Megahan
Pine and Fifth Streets,
Williamsport, Pennsylvania.

Mr. Howard Parker,
1004 Walnut St.,
Williamsport, Pa.

My dear Mr. Parker:

Have you not sometimes realized that the possession of a piano or other musical instrument does not always mean the possession of Music, with its magic touch of inspiring beauty?

The inner pages of this little folder tell you of an instrument which does represent Music in its highest sense - The Ampico - because it makes the piano in which it is encased - "Mysteriously endowed with all the Music of the World."

What we shall have to tell you about it in this and other brochures will, we think, prove interesting reading.

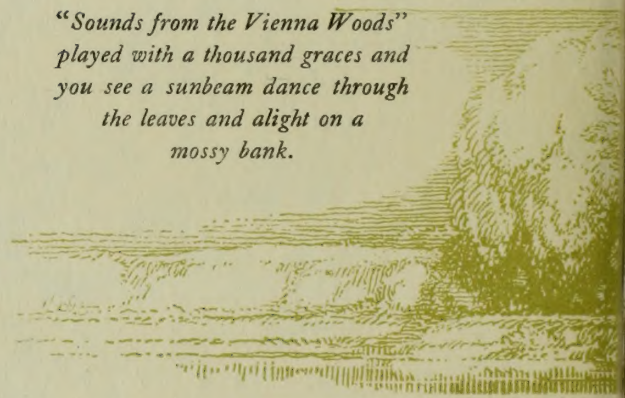
Yours very truly,

MEGAHAN & MEGAHAN,

E. E. Randow.
Mgr. Piano Dept.



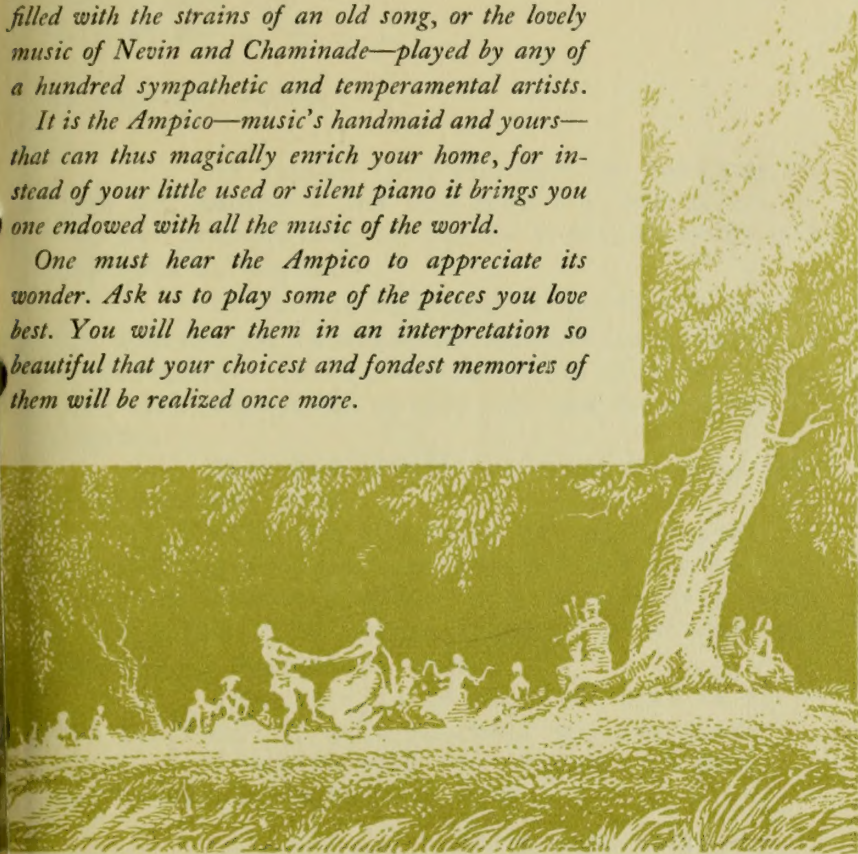
*"Sounds from the Vienna Woods"
played with a thousand graces and
you see a sunbeam dance through
the leaves and alight on a
mossy bank.*

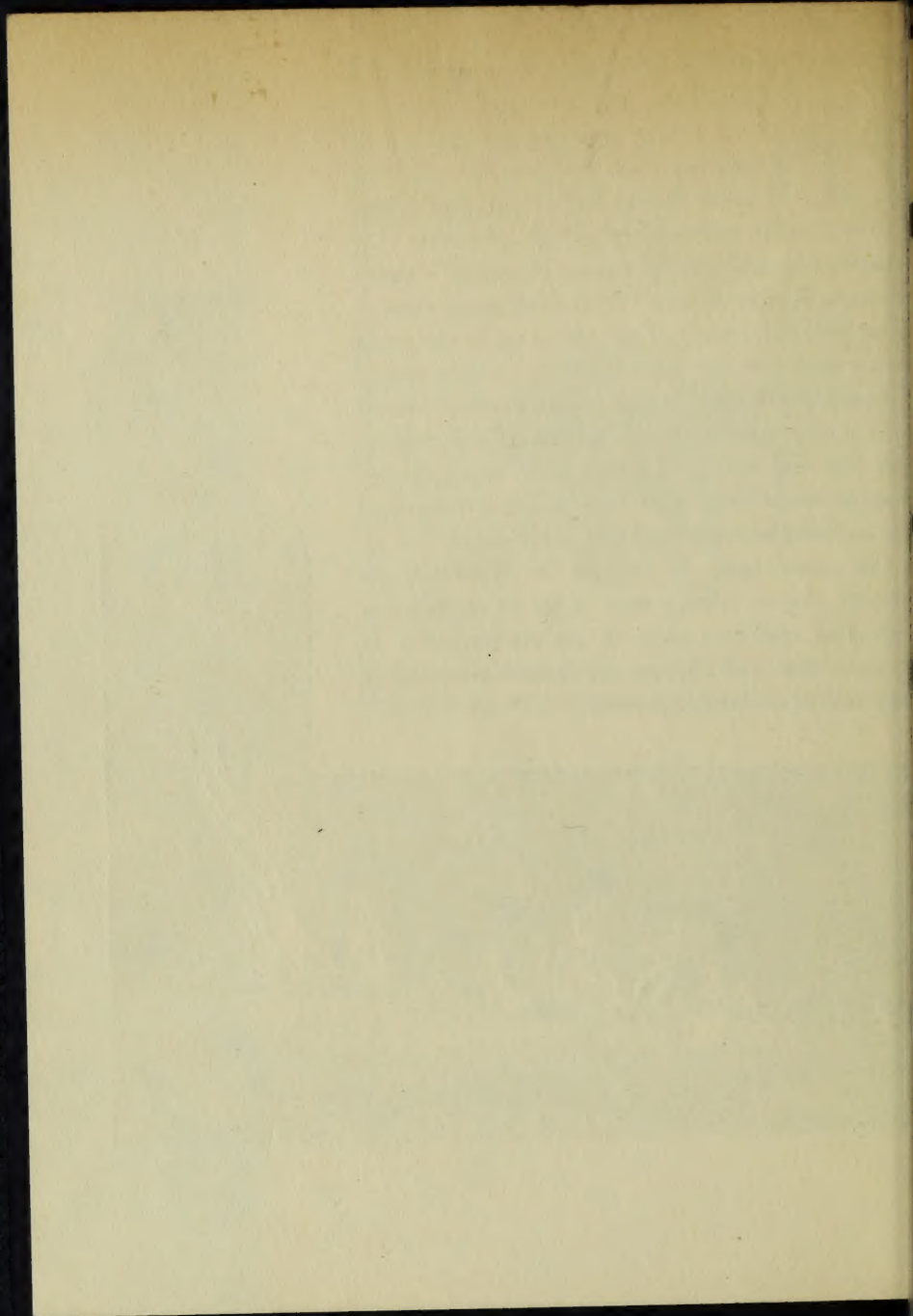


THINK of all the beautiful music—pieces you love best—and imagine, if you can, a great pianist engaged in playing them for you in your own home. It may be Rachmaninoff lifting you to Elysium with a Chopin waltz, or Volavsky with a thousand graces playing Strauss' beautiful "Sounds from the Vienna Woods." Next your music room is filled with the strains of an old song, or the lovely music of Nevin and Chaminade—played by any of a hundred sympathetic and temperamental artists.

It is the Ampico—music's handmaid and yours—that can thus magically enrich your home, for instead of your little used or silent piano it brings you one endowed with all the music of the world.

One must hear the Ampico to appreciate its wonder. Ask us to play some of the pieces you love best. You will hear them in an interpretation so beautiful that your choicest and fondest memories of them will be realized once more.





MEGAHAN & MEGAHAN
Pine and Fifth Streets, Williamsport, Pennsylvania



Mr. Howard Parker,
1004 Walnut St.,
Williamsport, Pa.

My dear Mr. Parker:

We assume that you are now familiar with the Ampico - its purpose, its supremacy, and its incalculable value as a dispenser of all the best in music.

It is our pleasure to point out that its possession is a matter comparatively easy of achievement. It is obtainable in both the electric and foot-power models, in grands and up-rights.

They are within the reach of even the very moderate purse.

With the allowance on your present piano deducted from the price of the Ampico its purchase becomes a matter of comparatively small outlay, and it is always possible to arrange for payment on convenient terms.

Thus it will be observed that it is not difficult to make yourself the immediate owner of an Ampico with its treasure of music magically placed in your home.

Yours very truly,

MEGAHAN & MEGAHAN,

E. E. Randow

Mgr. Piano Dept.



For your children the Ampico provides the music the children most love, creating in them a taste and knowledge of music that will contribute greatly to their happiness in later life. "In the realm of higher things there are no partitions, some of the beauty and perfection of this music will glow over into the life of the most ungifted soul and the radiance of masterpieces will gild the drabness of our commonplace."



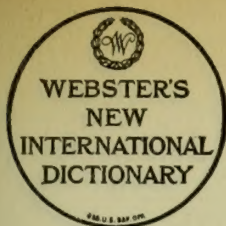


No one can fail to live a life of richer satisfaction if he has an Ampico in his home and can find occasional leisure to listen to such things as the 'Moonlight Sonata' of Beethoven, the music of Chopin, Mendelssohn or Schumann, the old songs or salon numbers, or the delectable tunes of today's musical comedies and music for dancing."



The Ampico





G. & C. MERRIAM COMPANY,

(ESTABLISHED IN 1831.)

—PUBLISHERS OF—

GENUINE WEBSTER DICTIONARIES SINCE 1843.

407,000 VOCABULARY TERMS.
12,000 BIOGRAPHICAL ENTRIES.
32,000 GEOGRAPHICAL SUBJECTS.
2700 PAGES. 6000 ILLUSTRATIONS.

SPRINGFIELD, MASS. Nov. 19, 1926

Miss Marion G. Rottler,
Southern Methodist University,
Dallas, Texas

Dear Madam:

In reply to your recent inquiry, we are sending you specimen pages of both the Regular and Thin-Paper Editions of Webster's Collegiate Dictionary.

One expects to find in a desk dictionary the spelling, pronunciation, and a brief definition of the most common words. The vocabulary of more than 106,000 entries in Webster's Collegiate Dictionary gives more than this, and will adequately meet the demand of even the discriminating dictionary user. To enhance its usefulness, the Collegiate includes in its 1256 pages the following features:

1. Hundreds of New Words.
2. Synonyms listed, explained, and compared.
3. Quotations from authoritative writers of English appended to many definitions to show just how the word is used in these senses.
4. Irregular parts of speech given.
5. Pronunciation shown by the familiar Websterian diacritical marks and respelling.
6. Use of capital letters indicated.
7. Words divided into syllables.
8. Rules for Spelling.
9. Rules for Punctuation.
10. Nine useful supplementary departments, including Geographical and Biographical Dictionaries.

A dictionary to invite use must be attractively and durably bound, and of convenient size and weight to facilitate consultation. The three bindings of the Thin-Paper De Luxe Edition of Webster's Collegiate Dictionary meet the above requirements, and will more than meet your demands for a desk dictionary.

Your bookseller will be glad to supply you with the Collegiate, or send us the inclosed approval order form with your remittance and we will forward a copy for your inspection.

Very truly yours,
G. & C. MERRIAM COMPANY

By *J. C. B.*

G. & C. MERRIAM COMPANY



GENUINE WEBSTER DICTIONARIES SINCE 1828

SPRINGFIELD, MASS.

The Atlantic

Miss Marie G. Webster,
Southern Methodist University,
Dallas, Texas

Dear Madam:

In reply to your recent inquiry, as to the
specimen pages of both the Revised and Third Editions of
Webster's Collegiate Dictionary.

One expects to find in a book dictionary, not only
pronunciation, but a brief definition of the meaning of words.
The vocabulary of more than 100,000 entries in Webster's
Collegiate Dictionary gives more than this, and will also
meet the demand of even the discriminating student. To
enhance its usefulness, the Collegiate includes
pages the following features:

1. Hundreds of New Words.
2. Synonyms listed, explained, and contrasted.
3. Quotations from authoritative writers.
4. English appended to many definitions.
5. Show that how the word is used in actual speech.
6. Irregular parts of speech given.
7. Pronunciation shown by the letter.
8. Substantive derivational marks and affixes.
9. Use of capital letters indicated.
10. Words divided into syllables.

These features, which are found in no other dictionary,
make Webster's Collegiate Dictionary a volume of
unparalleled value to the student, the teacher,
the writer, and the general reader.

Very truly yours,
G. & C. MERRIAM COMPANY



G. & C. MERRIAM COMPANY,

(ESTABLISHED IN 1831.)

—PUBLISHERS OF—

GENUINE WEBSTER DICTIONARIES SINCE 1843.

407,000 VOCABULARY TERMS.
12,000 BIOGRAPHICAL ENTRIES.
32,000 GEOGRAPHICAL SUBJECTS.
2700 PAGES. 6000 ILLUSTRATIONS.

SPRINGFIELD, MASS. NOV. 19, 1926

Miss Marion G. Fottler,
Southern Methodist University,
Dallas, Texas

Dear Madam:

In answer to your inquiry we are inclosing a booklet, "You Are the Jury," and specimen pages of both the Regular and India-Paper Editions of Webster's New International Dictionary.

Not only does the New International give you a complete understanding of words and their use, but it is packed with concise encyclopedic tables and articles (See Knot on India Paper specimen page 1184) that enable you to find, in One volume, accurate and up-to-date information which you would expect to find only in an encyclopedia.

The circular, "Introducing Your Dictionary to You," shows graphically the accurate, authoritative and convenient Websterian method of treating the more than 407,000 vocabulary entries. In this comprehensive vocabulary you will find complete information about words, including thousands of NEW WORDS, SYNONYMS listed and compared, CHARACTERS in MYTHOLOGY and FICTION, FOREIGN WORDS and PHRASES, ABBREVIATIONS, ILLUSTRATIONS, etc. To make the New International even more valuable as a Reference Work, there is in addition to the main vocabulary a BIOGRAPHICAL DICTIONARY giving the important facts about 12,000 noteworthy persons, and a recently revised GAZETTEER OF THE WORLD treating 32,000 geographical subjects.

If you own the New International, you will have at your command the same work that is the Word Authority of the highest Federal and State Courts, the guide of the Government Printing Office at Washington, the standard of Text Book Publishers and the Press, the unabridged dictionary officially adopted by most State Educational Boards, and the preferred choice of thousands of schools, colleges, individuals, and business firms.

Your bookseller will be glad to fill your order at our list price for either the Regular or India-Paper Edition of the New International, or we, upon receipt of price, will promptly forward the dictionary desired in accordance with our guarantee shown at the bottom of the inclosed pink order blank.

Very truly yours,

G. & C. MERRIAM COMPANY

By J. C. B.

BRANCHES IN THE
UNITED STATES

ALANTA, GA.
ASTON, MASS.
BROOKLYN, N.Y.
CHICAGO, ILL.
CHARLOTTE, N. C.
CINCINNATI, OHIO
CLEVELAND, OHIO
DALLAS, TEXAS
DENVER, COLO.
DES MOINES, IOWA
DETROIT, MICH.
DIANAPOLIS, IND.
JACKSONVILLE, FLA.
KANSAS CITY, MO.
LOS ANGELES, CALIF.
LOUISVILLE, KY.
RICHMOND, VA.

Michelin Tire Company

FACTORIES ESTABLISHED

IN
CLERMONT - FERRAND
FRANCE 1832
LONDON, ENGLAND, 1904

IN
MILLTOWN, N.J. U.S.A.
1907
TURIN, ITALY, 1906

Milltown, N.J. U.S.A.

BRANCHES IN THE
UNITED STATES

MEMPHIS, TENN.
MINNEAPOLIS, MINN.
NEWARK, N.J.
NEW ORLEANS, LA.
NEW YORK, N. Y.
OKLAHOMA CITY, OKLA.
OMAHA, NEBR.
PHILADELPHIA, PA.
PITTSBURGH, PA.
ST. LOUIS, MO.
SAN ANTONIO, TEX.
SAN FRANCISCO, CALIF.
SEATTLE, WASH.
SPOKANE, WASH.
SYRACUSE, N. Y.
TAMPA, FLA.

Michelin is, without a doubt, the best known tire manufacturer in the world to-day. We have a wonderful organization which has been specializing on pneumatic tires since its very beginning.

You know what it means to have a stable organization behind you, one with practically unlimited resources. This stability we can offer and the assurance that the dealer will always receive the best in service.

The quality and wearing ability of our casings and tubes are by-words among both tire dealers and the public. The proposition we offer is better than that of any of our competitors so why not take on our line and watch your business grow?

Our representative will call on you again soon and explain anything you may want to know.

FUL/E

Very truly yours,
MICHELIN TIRE COMPANY





The Middishade Company, Inc.

MANUFACTURERS

"SERGICAL SPECIALISTS OPERATING
ON BLUE SERGE SUITS ONLY"

Philadelphia

November 18,
1926.

FIFTH AVENUE BUILDING
200 FIFTH AVENUE
NEW YORK CITY

ADDRESS ALL COMMUNICATIONS
DIRECT TO THE COMPANY AT PHILADELPHIA

Miss Marion G. Fottler,
Dallas School of Commerce,
Dallas, Texas.

Dear Madam:

We received your letter sent to us asking us to send sample letters, correspondence, bulletins and manuals, which we use in every day business.

We fear that what we use could not help you any in writing a thesis and it is really more than modesty that makes us make this statement, therefore it will be useless for us to send them to you.

You evidently will find others greatly better qualified to help you in your endeavor and we regret that we feel we cannot aid you.

Yours truly,

THE MIDDISHADE CO. INC.

FLH:S

By:

T. S. James

The Middishade Company, Inc.

MANUFACTURERS
SPECIALISTS OPERATING
ON BLUE SERVO SWITS ONLY

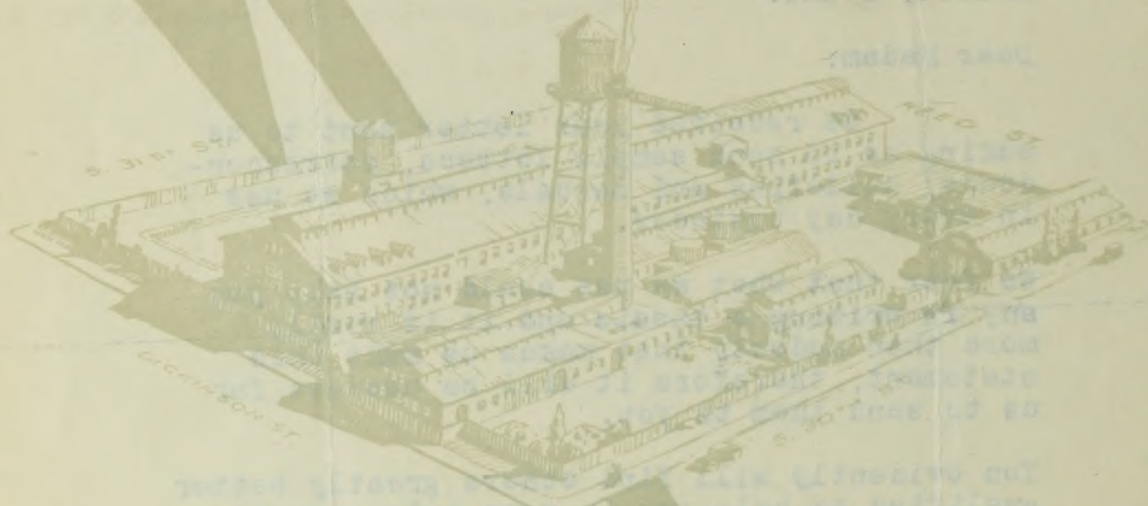
Philadelphia

November 19

1935

Miss Barton, Boston,
Miss School of Commerce,
Miss Jones.

Dear Madam:



NEW HOME OF
THE MIDDISHADE COMPANY, INC.

THE MIDDISHADE CO. INC.

25

Lightning Service



WILLIAM W. ORR, PRESIDENT & CHAIRMAN OF THE BOARD
J. H. ALEXANDER, VICE-PRES. & TREAS. WM. F. GREENE, SECRETARY
J. NO. J. VOGEL, ASST. TREAS.

GEORGE MUSE CLOTHING CO.

PEACHTREE, WALTON & BROAD STS.

ATLANTA, GA.

Mighty glad that you were in the store yesterday---you selected a splendid suit---and I know you will enjoy it!

It is a great satisfaction to us to serve you; and to further this pleasure we have arranged departments to supply the many things that supplement your suit.

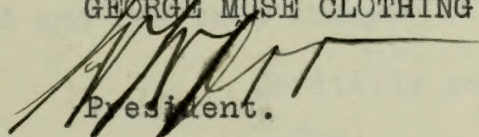
Have you seen the Muse Hat Department in the last few weeks---and that interesting Shoe Department on the Balcony?

There are fourteen departments in Muse's ---please count each one as your own---

And know how glad we are to serve you!

Cordially yours,

GEORGE MUSE CLOTHING CO.


President.

GEORGE WASH CLOTHING CO.

WASHINGTON, D.C.

DEAR MR. [Name]

Wish you were in the store
yesterday--you selected a splendid
suit--and I know you will enjoy it!

It is a great satisfaction to us to serve
you; and to further this pleasure we have
arranged departments to supply the many
things that supplement your suit.

Have you seen the Men's Hat Department in
the last few weeks--and that interesting
Shoe Department on the balcony?

There are fourteen departments in Men's
---please don't miss one as your own---

And know how glad we are to serve you!

Cordially yours,

GEORGE WASH CLOTHING CO.

Enclosure

WILLIAM W. ORR, PRESIDENT & CHAIRMAN OF THE BOARD
 J. H. ALEXANDER, VICE-PRES. & TREAS. WM. F. GREENE, SECRETARY
 JNO. J. VOGEL, ASST. TREAS.

GEORGE MUSE CLOTHING CO.

PEACHTREE, WALTON & BROAD STS.

ATLANTA, GA.

There are two suits that you should see before you get yours ---

One is a two button model, with athletic shoulders, and snug hips...a style that brings out the good points of the young man's build.

One is a three button model, with shorter, notch lapels; straight draped lines. This is the style that is seen on the successful young executives in the business sections of Wall Street.

You will want both. In your position, these two important suits are what you should wear.

You will find them, in distinguished tones on our new third floor. These suits have twin trousers, and, fortunately, are only \$35, \$40 and \$45 in price.

Come around and see them today!

Cordially yours,

GEORGE MUSE CLOTHING CO

D. F. Hale
 Mgr. Third Floor

GEORGE'S MEN'S CLOTHING CO.

100 N. 3rd St. St. Louis, Mo.

Attention, Gentlemen

There are two styles that you should see before you get yours ---

One is a two button model, with a wide lapel, and many hips... a style that brings out the good points of the young man's build.

One is a three button model, with a shorter, notched lapel; straight draped lines. This is the style that is seen on the business section of young executives in the business section of Wall Street.

You will want both. In your position, these two important styles are what you should wear.

You will find them in distinguished tones on our new third floor. These suits have twin trousers, and, fortunately, are only \$35, \$40 and \$45 in price.

Come around and see them today!

Cordially yours,
GEORGE'S MEN'S CLOTHING CO.

Mrs. Third Floor

L.NEEDLES-BROOKER CO.

EIGHTH & DAUPHIN STREETS

PHILADELPHIA



200 Fifth Ave.
New York City

It is a genuine pleasure for us to comply with your request for further information about Needles Fruit of the Loom shirts, by sending you the enclosed booklet.

In it you will find a sample swatch of the genuine Fruit of the Loom shirting and an attractive variety of exclusive patterns to choose from.

But first, before looking over the leaflet and the patterns, we want you to feel the assurance that in buying Needles Fruit of the Loom shirts, you are getting America's greatest shirt value.

And besides, we take selfish pride in our ability to make shirts that give utmost satisfaction to their wearers. In fact, we doubt if you can find any better wearing or fitting shirt than Needles Fruit of the Loom. These shirts are guaranteed for absolutely fast color and satisfactory wear, or a new shirt free.

You can go to your favorite dealer in your city and order the shirts thru him or you may order them direct from us and we will be pleased to ship them through your dealer.

Hoping to be favored with your order, we are,

Very truly yours,
L. NEEDLES BROOKER CO. INC.

PRICES:

NECKBAND \$2.00

WITH COLLARS \$2.50

L. NEEDLES-BROOKER CO.

EIGHTH & DAUPHIN STREETS

PHILADELPHIA



100 Fifth Ave.
New York City

It is a general observation that the quality of the work done for
the most part is about the same as the quality of the work done for
the most part is about the same as the quality of the work done for

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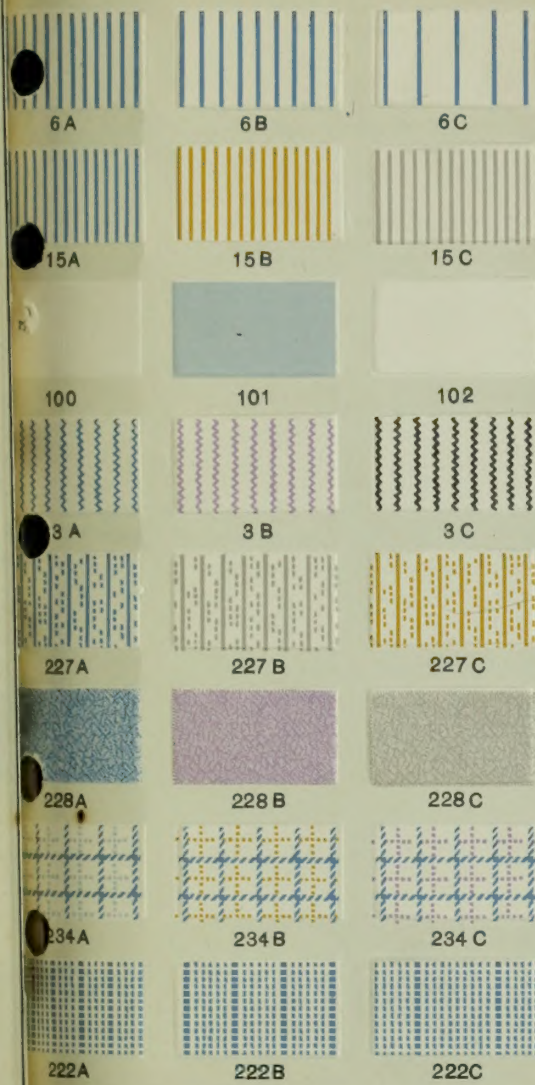
and finally, the quality of the work done for the most part is about
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the same as the quality of the work done for the most part is about
the same as the quality of the work done for the most part is about

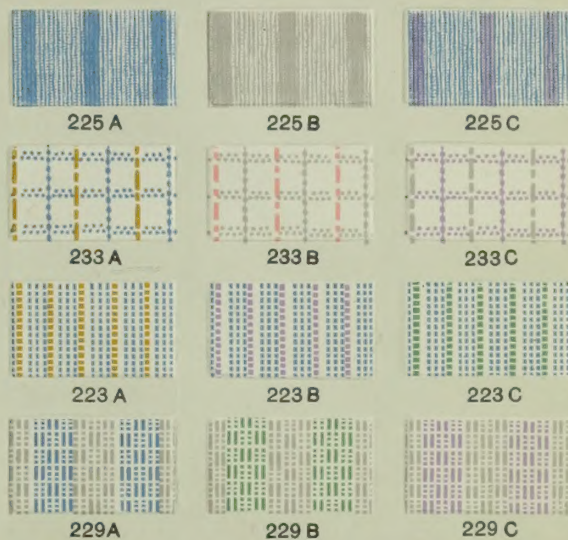
Working to the highest quality of work done for the most part is about

Very truly yours,
L. NEEDLES-BROOKER CO. INC.

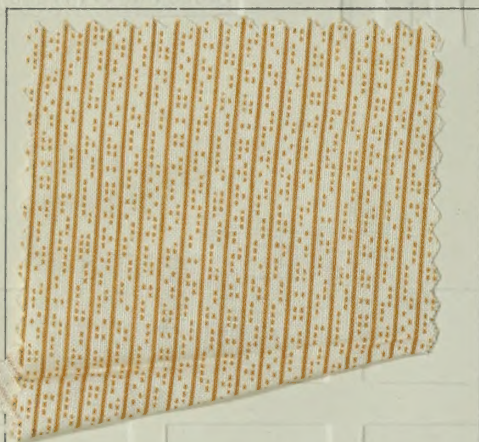
PRICE:
NEEDLES \$2.00
BIRCH COLLARS \$2.00



Shirts of Quality
\$2.00
Made from GENUINE
FRUIT OF THE LOOM



This is a sample of
GENUINE
FRUIT OF THE LOOM



Note the Superior Quality
of This Sample of
FRUIT OF THE LOOM SHIRTING

Following in Attached & Separate Collars
6-225-227-228-229-234-PRICE \$2.50

Men's *Filene's* Store

Direct entrances from Washington and Franklin Sts.
WHEN ORDERING GIVE CHOICE

Dear Sir:

We solicit your inspection of
our new assortment of the famous
NEEDLES' FRUIT OF THE LOOM shirts
Better looking than ever, for
Spring and Summer 1926.

The price of these real good shirts
without collars is \$2.00 each.

Make your selection now. If not
convenient to call, mail us your
order.

NEEDLES' FRUIT OF THE LOOM shirts
are identified by the sewed in,
woven, colored **FRUIT** label, as
shown in this booklet. This label
guarantees both color and wear.
If for any reason you are dissat-
isfied, your money will be cheerfully
refunded.

Patterns shown here in sizes from
14 to 17. We also have an attractive
assortment of patterns in
sizes 13½ or 17½ to 20.

The world's best shirt value.
See them and be convinced.



Newcomb-Endicott Company
Detroit, Michigan

Exhibit
"G"

--another Big Oriental Rug Event!

800 BEAUTIFUL ORIENTAL
RUGS TO BE SOLD IN A
PRIVATE SALE

Saturday, March 1st, on our Fourth Floor

AT \$29

Who'd ever dream of getting Oriental rugs at such a price!

About a month ago we invited some of our customers to a Private Sale of Oriental Rugs at \$38--there were 300 rugs in the lot--AND THE ENTIRE ASSORTMENT WAS SOLD OUT BY NOON!

Many customers bought them three and four at a time.

One woman bought ten. Another bought twelve.

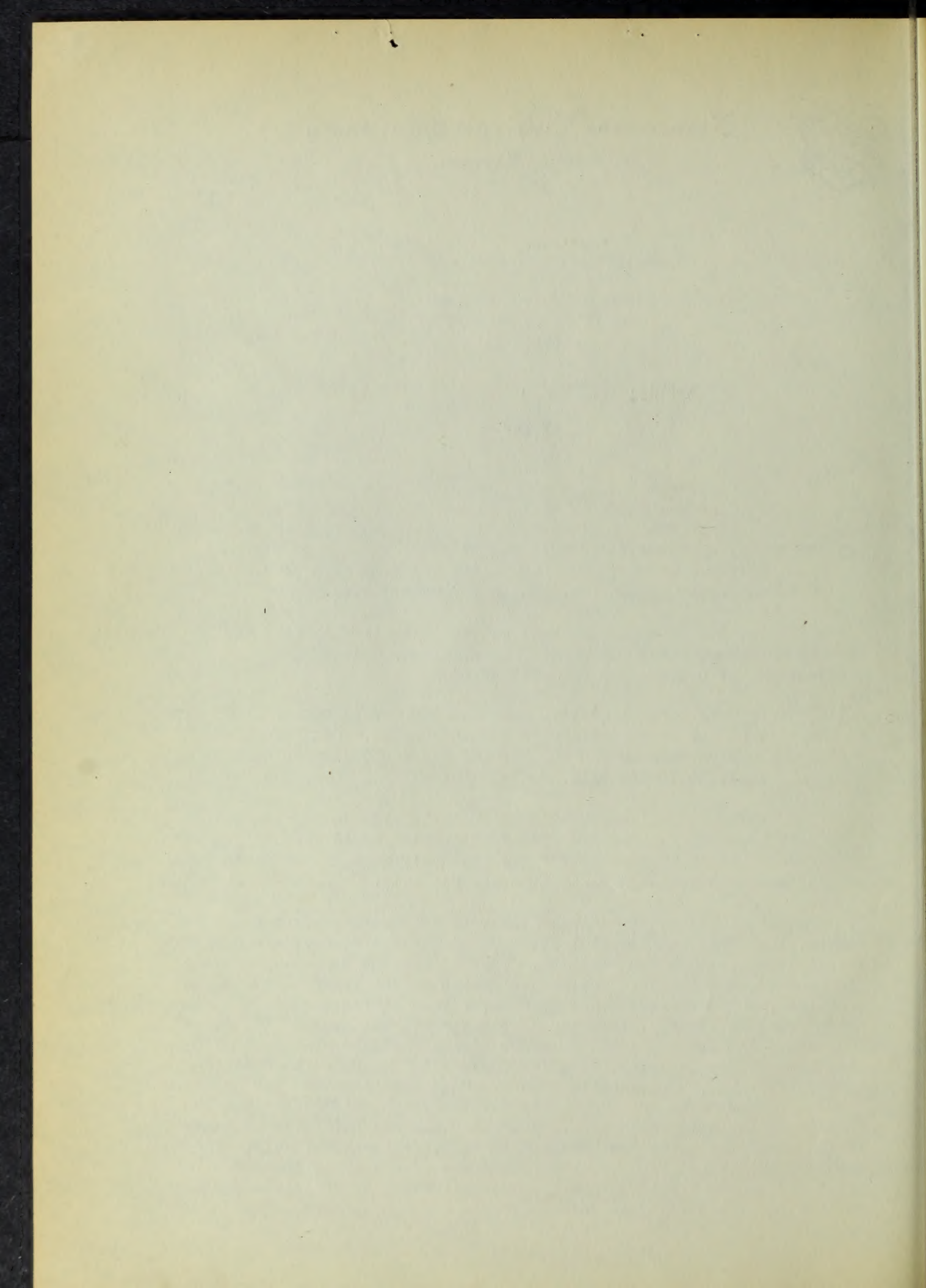
And now we offer 800 rugs--a trifle smaller in size--but the same rich qualities and beautiful colorings, made in the same sections of the Orient--FOR ONLY \$29 EACH!

THIS IS TO BE A PRIVATE SALE FOR OUR OWN CUSTOMERS ONLY. IT WILL NOT BE ADVERTISED IN THE NEWSPAPERS. ONLY THOSE WHO RECEIVE THIS LETTER AND PRESENT THE ENCLOSED CARD WILL BE ADMITTED TO THE SALE.

When you realize what it means to be able to buy a genuine hand made Oriental rug for \$29 (why FOUR of them would cost only a trifle more than a hundred dollars!)--you won't wonder that we want our own customers to see them first at a private sale.

Included are beautiful Lillihans and Hamadans from Western Persia, the traditional burial place of Esther and Mordecai--and fine Mosuls from the Lake Van district. Rugs sturdy and durable. Typical of the hardy mountaineers and wandering nomads who weave them. Woven from long, thick fibrous mountain wool, washed time and again in the swift mountain streams, then bleached under the hot rays of the tropical sun. And the vegetable dyes (so entirely unlike the cruel chemical dyes of Europe and America) not only give the rugs those soft lovely colorings, but actually make the wool more lustrous and durable.

Then there are the lovely Beloochistans. "Belooocs" the rug enthusiast lovingly calls them. Beloochistans are not quite as heavy as the other makes but are wonderfully soft, silky and pliable. They are just the thing to throw over tables and chests where the other makes would be a trifle too bulky. No collection of Orientals is complete without several Beloochistans.



G-2

- 2 -

They are really marvelous rugs for \$29.

Rich with the glorious colorings of the Orient--and with that silky, silvery sheen that delights the heart of the rug lover.

If graded the way importers usually grade them, these rugs would sell for about double the sale price.

When you actually see them--feel their luxurious pile--see their beautiful colorings--and realize that each rug required about a month's work in the making--and consider the thousands of miles they have been transported over mountains, plains and sea--you will marvel more and more that you can actually have such rugs in your OWN home for only \$29 each.

Even in the washing--the final step in the long, laborious process of making Oriental Rugs--they have been given the most painstaking care. For although it is possible to have Oriental rugs washed for as little as 15¢ a square foot, we paid approximately FIFTY CENTS a square foot to be sure of expert care.

Sizes vary from thirty to forty inches in width and four to six feet in length.

They weigh about three times as much as domestic rugs of the same size.

800 in all--and all at \$29.

Remember the day--Saturday, March 1st--in the rug department on the fourth floor. A large section of the department will be panelled off for the sale--

AND REMEMBER THAT ONLY THOSE WHO PRESENT THE ENCLOSED CARD WILL BE ADMITTED!

The first meeting was held on the 15th of the month and was held in the morning. The meeting was held in the morning and was held in the morning.

The second meeting was held on the 16th of the month and was held in the morning. The meeting was held in the morning and was held in the morning.

The third meeting was held on the 17th of the month and was held in the morning. The meeting was held in the morning and was held in the morning.

The fourth meeting was held on the 18th of the month and was held in the morning. The meeting was held in the morning and was held in the morning.

The fifth meeting was held on the 19th of the month and was held in the morning. The meeting was held in the morning and was held in the morning.

The sixth meeting was held on the 20th of the month and was held in the morning. The meeting was held in the morning and was held in the morning.

and the 21st of the month.

The seventh meeting was held on the 22nd of the month and was held in the morning. The meeting was held in the morning and was held in the morning.

The eighth meeting was held on the 23rd of the month and was held in the morning. The meeting was held in the morning and was held in the morning.



Newcomb-Endicott Company
Detroit, Michigan

—Exhibit A—

THE NEWCOMB-ENDICOTT COMPANY

WOODWARD, GRAND RIVER AND FARMER.



Chinese red velvet made with sectional crown and velvet the same shade, black and silver cloth twisted together around the crown. \$9.75.

The crown of this hat is in sections—beige, rust, henna and dark brown velvet, smoked. Flat flowers are veiled with embroidered lace. \$9.75.

Silver metal cloth with piping and facing under the roll brim of Chinese red velvet. Wings of the metal cloth lined with Chinese red. \$9.75.

The brim of this old rose velvet rolls slightly. Applique of beige, rust and green chenille and silver. \$9.75.

Matron's hat of black velvet with flat black velvet flowers interspersed with metal ribbon. \$9.75.

Special Purchases From Four Leading New York Makers All Grouped Together for This Remarkable

SALE OF CLOSE FITTING HATS

In Brilliantly Colored Velvets, Fine Satins and Gold and Silver Metallic Cloths
Small and Medium Sizes to Wear With Fur Wraps and Big Fur Collared Coats

Velvet Hats

In Brilliant Chinese Reds and other Stunningly Gay Colors.

Satin Hats

Small and Demure—Some With Touches of Fur Trimming.

Metallic Hats

Rich Gold and Silver Cloths. Also Gold and Silver Laces.

\$9.75

Trimmings

Gorgeous Embroideries
Flower Trimmings—
Chenille Appliques
Burnt Goose
Ornaments—
Gay Color Effects

Colorings

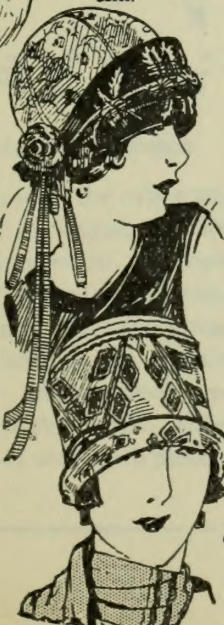
Chinese Red—Marvelous!
Russian Green—SO Smart
With Fur!
Bright Blues—Rust—Henna
and Others.



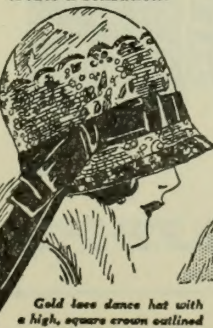
Wide brimmed hat of rust colored velvet with burnt goose ornament made of burnt goose. \$9.75.

Metal cloth crown with turned-up brim of brown velvet. The brim is embroidered in gold and silver thread with rose and streamers of gold metal cloth. \$9.75.

Russian green velvet (so attractive with brown furs.) Made with the smart, square crown and gold thread embroidery. \$9.75.



JUST the sort of hats women want to wear all winter with their luxurious fur wraps and big fur collared cloth coats. Small and medium shapes. Close fitting. Dignified styles for the matron and scores of gorgeous colorings, flaming reds, blues and greens, and brilliant metallic cloths for the younger set. Hats for the dance—hats for the restaurant and club dinner—hats for the theater—hats for general wear—scores and scores and scores of them at a price that will create a sensation!



Gold lace dance hat with a high, square crown outlined with Chinese red velvet ribbon at the edge of the brim and around the crown. \$9.75.



Smart little hat of vivid blue velvet with interesting trimming of purple and blue grapes and green leaves cut of velvet and appliqued on. \$9.75.



Matron's hat of penny brown velvet with corded brim and wide fan shaped ornament across the back of burnt goose feathers. \$9.75.



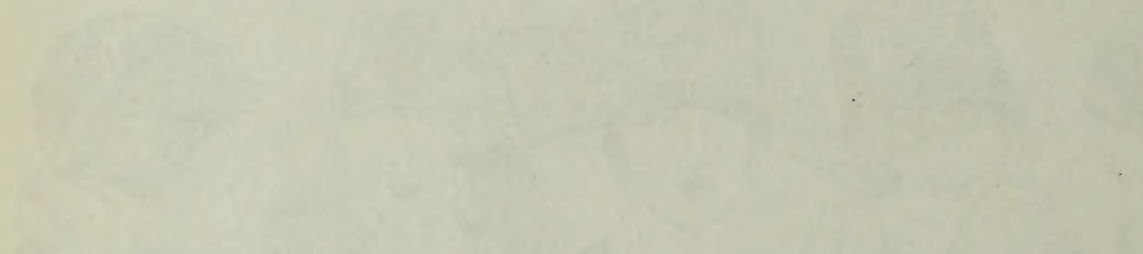
Bright blue velvet hat in one of the smart new off-the-face shapes with a shirred brim that is soft and becoming. Rhinestone ornament in front. \$9.75.



Hindu turban of Chinese red velvet with silver metal cloth crown. The twisted trimming and knot in front are of the red velvet combined with silver metal cloth. \$9.75.

Sale Starts Wednesday Morning in the Second Floor Millinery Department--All at \$9.75

THE NEWCOMB-ENGINEY COMPANY



SALE OF CLOSE FITTING HATS

In 1881, the Newcomb-Enginey Company, of New York, N. Y., was organized for the purpose of manufacturing and selling close fitting hats.

The company has since that time been engaged in the manufacture and sale of close fitting hats, and has become well known throughout the United States for the quality and style of its products.

The company's hats are made of the finest materials, and are designed to fit the head closely and comfortably. They are also made in a variety of styles, to suit the tastes of different classes of customers.



The Newcomb-Enginey Company, New York, N. Y.



Newcomb-Endicott Company
Detroit, Michigan

—Exhibit B—

A Special Purchase and Sale of Brand New Spring Styles in Silk and Cloth Dresses

For Street, Sports, Afternoon,
Dinner and Dance Wear

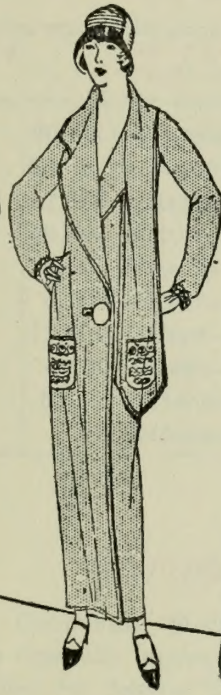
\$34

Sizes Misses' 16 to Women's 42

The very cream of the new spring styles! The unusual details of style featured in fashion magazines. The new silks—both printed and plain—and fine smooth cloth frocks.



Rosewood charmeen, tailored frock. Cape lined with henna colored crepe de chine. \$34.



New scarf collar on this sport dress of Copenhagen blue Roshanara crepe. \$34.



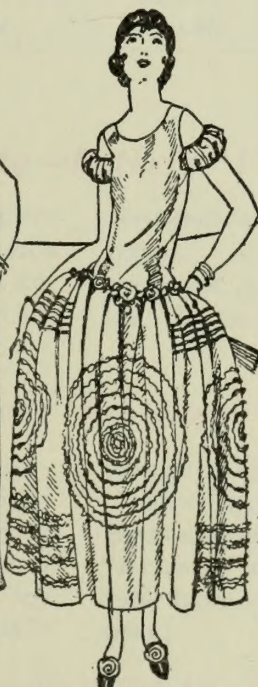
Black satin afternoon dress with accordion pleated apron front. Tucked net yoke and colored embroidery. \$34.



Smart sport frock of Lark vin green Roshanara crepe. White crepe de chine collar and cuffs. \$34.



Cinnamon Georgette and lace dinner dress, the lace with a gold thread through it. \$34.



Turquoise blue chiffon taffeta dance frock, corded and ruffled, very bouffant. \$34.

Second Floor

Smart Outdoor Dresses

Sport dresses with the new scarf collar featured in Vogue. Roshanara crepe dresses in the new tunic styles. The fashionable cape back on a charmeen tailored dress. Three-tier collars on Roshanara crepe dresses. White wool embroidery on light sport silks. Simple dresses of satin with pleated apron effects.

Dresses for Indoor Affairs

Chiffon taffeta dance frocks, very bouffant. Combinations of georgette and lace dinner and afternoon dresses. High colors, such as jade and cerise for evening. The new cinnamon shades for day wear. New printed silks in smart afternoon gowns, simply made. Satin frocks with Oriental colored braiding.

Leuridan-Embroid Company
 1000 Broadway



—Exhibit B—

Silk and Cloth Dresses

A Special Purchase and Sale of Brand New Spring Styles in

For Street, Sport, Afternoon,
 Dinner and House Wear

'34

Size 16 to 18 women's
 The very latest in the new spring
 styles. The newest designs in style
 featured in fashion magazines. The new
 silk—both crepe and satin—and the
 newest cloth styles.



Dresses for Ladies' Wear
 Cotton, rayon, and silk dresses in new
 styles. The latest in design and
 color. High collar, with or
 without a bow. The new
 and more for evening. The new
 designs for the day. The
 special offer is most attractive
 prices. Don't miss it. Don't
 miss it. Don't miss it.

Special Purchase Dresses
 Special dresses with the new style
 for evening in Vests. The
 new style in the new
 styles. The latest in design
 and color. The new
 designs for the day. The
 special offer is most attractive
 prices. Don't miss it. Don't
 miss it. Don't miss it.

COMPARATIVE RESULTS

of

NEWSPAPER ADVERTISING AND DIRECT MAIL SELLING

from the

Sales Records of Newcomb-Endicott Co.,

(Detroit's Oldest Department Store)

Advertising Exhibit	Size of Newspaper Space or Number of Letters Mailed	Total Cost	Sales Volume Resulting	Percentage of Advertising Cost
A	90 inches—newspaper space.....	\$ 436.63	\$ 1,023.00	42.0%
B	50 inches—newspaper space.....	256.40	963.00	26.6%
C	12,500 letters—NOT filled-in.....	598.00	3,849.00	15.5%
D	45,000 letters—NOT filled-in.....	2,599.00	34,009.00	7.6%
E	15,000 letters—NOT filled-in.....	635.00	8,816.00	7.0%
F	4,200 letters—NOT filled-in.....	227.00	4,142.00	5.4%
G	19,000 letters—NOT filled-in.....	970.00	21,608.00	4.4%
H	3,300 letters—NOT filled-in.....	151.00	3,486.00	4.3%
* I	5,161 letters—FILLED-IN.....	311.00	11,508.00	2.7%
* J	96 letters—FILLED-IN.....	20.85	5,324.00	.4%

*Important Note—Letters “I” and “J”

EVERY Department Store Sales Executive will be especially impressed with the results above specified for letters “I” and “J”. (Enclosed are the *Actual* letters and newspaper ad-

vertisements which produced the above specified results.) Note particularly the *very small* advertising cost at which letters “I” and “J” produced the sales specified above.

Answers Old Query

THIS seems an effective answer to the age-old question: “Does it pay to ‘fill-in’ the customer’s name, address and proper salutation on the sales letters you send out?” All of the letters herewith were mechanically produced (and letters “I” and “J” were mechanically “filled-in”)

through a ribbon at a speed of 1,500 an hour.

Obviously, the *excellence* of the “match,” the genuine appearance of the signature and the other “personally dictated” appearing features of the letter have everything to do with the results obtained.

Now Turn Over to the 10 Exhibits Following

COMPARATIVE RESULTS

OF THE

Major Members of the

British and Foreign

Antiquarian Society

OF THE

OF THE

O-U-DUST CORPORATION

OFFICE AND FACTORY
RAYMOND AVE. AND GLENARM STREET
PASADENA, CALIFORNIA



DUST WITHOUT SCATTERING DUST

To WILLYS-KNIGHT dealers
interested in two kinds
of profit from one product:

Thank a prominent dealer out in California for this sample, O-U-Dust Cloth, which we send you. He is sold on this proposition; he suggests that you, too, may be interested. We hope so.

This dealer makes a splendid profit on those he sells. He makes an extraordinary one, in good will, on those he gives to prospective customers with his compliments, or to owners, reminding them to come to him for service.

Catch the idea. Two kinds of profit from one product. Priced right. Have your own proof of the quality by carefully examining the enclosed sample ... then turn to the next page to see how we help you sell the O-U-Dust Cloth.

3 gross or more, delivered	\$2.40 per doz.
1 gross or more, "	2.70 per doz.
Less than 1 gross, "	3.00 per doz.

Yours for a sales
"clean up"

O-U-DUST CORPORATION

E. J. Goodner

ESG/LAF

Printing on the package costs you nothing.
What shall we say on yours?

T



Trade mark of
the car you sell
here
(see sample)

① Immediate Profits



HERE is a dust cloth made especially for the scientific care of automobile bodies. Yet it is the same type cloth that thousands and thousands of women use daily, that the Good Housekeeping Institute approves. Made by specialists in the manufacture of dust gathering products . . . mops, dust cloth polishes, all sold nationally.

Man's size

Grab up the O-U-Dust Cloth and see for yourself how handy it makes. Give it a swipe across the desk. It covers a generous swath it covers. It is doubly speedy. Not only does the O-U-Dust Cloth cover larger area than ordinary cloth; but it picks up dust. Gone are the days of pushing, or brushing, dust off one surface to another. A man's idea of dusting is embodied in the O-U-Dust Cloth and that is gathering up dust, not scattering it. Every car owner is a prospect.

Leaves surface bone dry

After you have dusted your desk with this cloth, it is

Latest model radiator shell design for border

Your name and address, also phone number goes right here
(see sample)



② Good will building



kaged
you

powder on it, and the slightest puff of wind will blow it off. No oily surface for particles to cling to.

Prove the O-U-Dust Cloth's bone dry action on any surface.

Special Process

ust-enough-chemicals in the O-U-Dust Cloth. ough-chemical is sprayed on by a secret process,

not dipped. This process is more costly to us, but the result as you'll agree, is worth it.

Owners of Duco or lacquer finished cars who dust off the finish instead of so many washings offer a big, profitable market.

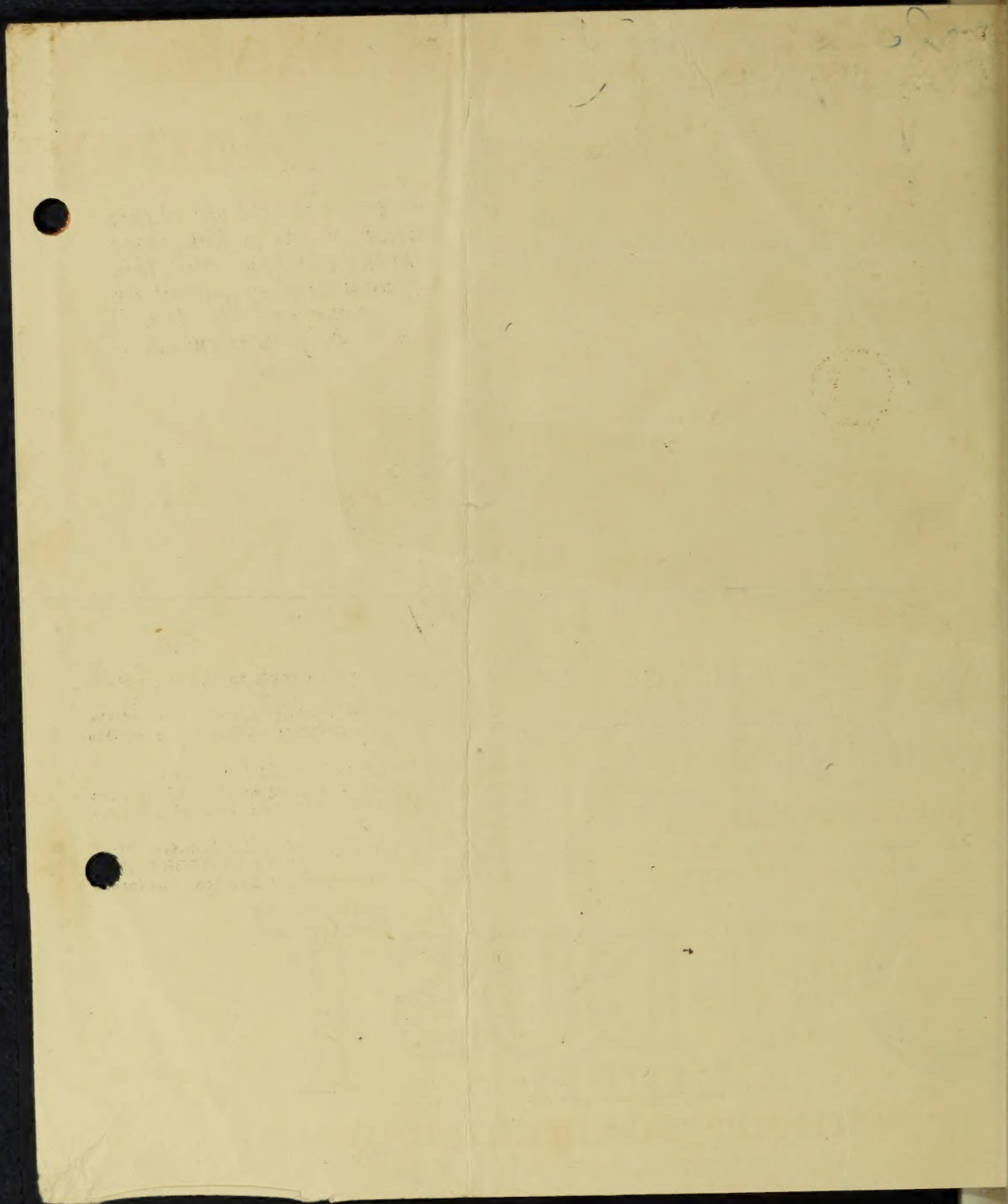
This cloth is good for from six to eight washings.

Remember, all the attractive printing on the package costs you nothing. It is FREE. The best kind of intensive advertising.

Just fill in . . . sign the card . . . and send it in today. Now while it is on your mind. O-U-DUST CORPORATION, Raymond Avenue and Glenarm Street, Pasadena, California.

O-U-DUST CLOTH

DUST WITHOUT SCATTERING DUST



ESTABLISHED 1874.
RESPONSIBILITIES \$200,000.00

✓ DIRECTORS: #1
WALTER E. OLSON,
PRESIDENT.
LOUIS S. SWENSON,
VICE PRES.
JOS. E. HECKEL,
SEC. AND TREAS.
JOHN ROZANSKI
J. A. DUPONT



WEAVERS OF THE
**OLSON VELVETY
RUGS**
FROM YOUR OLD CARPETS
AND CLOTHING

28-30-32-34-36-38-40 LAFLIN ST.

CHICAGO,

A SPECIAL OFFER

I am going to make a SPECIAL PROPOSITION to you, --- a proposition I believe you will agree with me is very fair-- and I surely expect to receive your order on the strength of it.

Unless you have seen the New Velvety Rugs we manufacture from old carpets, rugs and old clothing, it is hard to realize how beautiful and durable they are. New OLSON VELVETY RUGS woven from old carpets are thick, with a deep rich pile. By a wonderful process the fibres in all of your material are picked apart, respun, redyed and rewoven into brand new rugs,-- exactly the same as the rugs some stores are charging \$8.00 per yard for.

OLSON VELVETY RUGS will lie flat on the floor, they are woven and dyed in any of the following popular colors for rugs: red, green, brown or blue and cost you one-third as much as any other good rug--THAT IS REAL ECONOMY.

OUR PROPOSITION.

If you will send me your old carpets, rugs, old clothing and rags,-- I don't care how badly worn they are,-- I don't care what color they are,-- I will agree-- to scour, clean, dye and weave them into a new rug or rugs exactly the same pattern and color as you select from our catalog---and I will send it to you and allow you to keep it on your floor one week,---with an absolute understanding that if you notify me at any time within one week,--you can return the rug to me at my expense, if you are not satisfied with it for any reason whatsoever.

Your new rug will match the decorations of your room. It will be a reversible rug --- without seams, with beautiful deep rich coloring, and it will WEAR like iron.

Let me send you post paid our new FALL CATALOG showing thirty patterns in actual colors, prices and full information including our liberal freight payment offer. Mail the enclosed post card today.

Yours very truly,

OLSON RUG COMPANY

Per

Pres.

P/S. Come in and see us on your next visit to Chicago. WE will be glad to show you through our large plant and explain the various processes through which your old carpets pass in the manufacture of your new Velvety Rugs.



Section
II

THE Pepsodent CO.

REG. U.S. PAT. OFF.

GENERAL OFFICES



LABORATORIES

1104 SOUTH WABASH AVENUE

CHICAGO

REFER REPLY
TO

We thank you for your interest in Pepsodent and we appreciate your desire to stimulate the use of this product among your friends.

A sample delivered individually is much more effective so we have taken the coupons that you sent in and have sent samples and letters out to them direct.

Pepsodent is a scientific preparation and has been prepared after exhaustive tests by some of the country's leading dental scientists. We are confident that a use of this new product for ten days will be convincing proof of its efficiency.

Yours very truly,

THE PEPSODENT CO.
Harlow P. Roberts,
Advertising Manager.

DFS:BLB

By:

THE Papadant Co.



CHICAGO

We thank you for your interest in Papadant and we appreciate your desire to eliminate the use of this product among your friends.

A sample delivered individually is now more effective so we have taken the precaution that you will be able to send samples and letters out to your friends.

Papadant is a scientific preparation and has been prepared after extensive tests by some of the country's leading dental scientists. We are confident that a use of this new product for ten days will be convincing proof of its efficiency.

Yours very truly,

THE PAPADANT CO.
100 N. W. Jackson St.
CHICAGO, ILL.

ENCLOSURE

RICE & HUTCHINS

INCORPORATED

Makers of Shoes for the Entire Family

10 HIGH STREET, BOSTON

MASSACHUSETTS, U. S. A.

TO RICE & HUTCHINS MERCHANTS

Dear Sir:

This is the announcement which we have been waiting several months to send to you. The manufacturing problems which have delayed the announcement have all been solved.

Rice & Hutchins Deko-Art shoes now are ready for you.

The words Deko-Art may not be new to you, for news travels quickly through the trade. But it will be news to you - and very good news, we believe - that these novelty shoes are ready in stock, for quick shipment, upon receipt of your order.

On the inside pages of this letter several styles of shoes are illustrated. These are only a few of the designs, but they will serve to show you how attractive these shoes are, in both men's and women's models and in black and tan leathers.

Remember that Deko-Art is brand new. (To have these shoes in your store is a sign that your stock is up to the minute.) Your customers who want new styles while they are new will be watching your window for these shoes.

Look at the styles illustrated on the inside pages. Then turn to the order blank enclosed and tell us the shoes your trade requires.

Prompt shipment is assured, and prompt sale will follow, if you send in your order now.

Yours cordially,

RICE & HUTCHINS, INC.

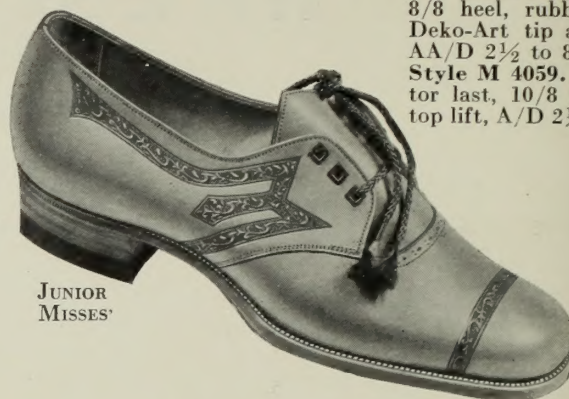


JUNIOR
MISSSES'

Style M4025

Broadway tan calf, 3 eyelet Clyde tie, contrasting baby alligator saddle and tongue. White edge stitch. 80 Educator last, rubber top lift. Deko-Art on quarter. A/D 2½ to 8.

Style M4262 in Hawaiian tan.



JUNIOR
MISSSES'

Style M4137

Broadway tan calf, 3 eyelet, perforated ramp, white edge stitch. 70 Educator 8/8 heel, rubber top lift. Deko-Art tip and quarter. AA/D 2½ to 8.

Style M 4059. 80 Educator last, 10/8 heel, rubber top lift, A/D 2½ to 8.



MEN'S

Style 356

Aura Russia calf oxford, single sole, rubber heel, white rope edge stitch, Glade last. Deko-Art tip and quarter. C/D 5½ to 11.



MEN'S

Style 357

Black calf oxford, single sole, rubber heel, Glade last. Black fudge edge stitch. Deko-Art tip and quarter. C/D 5½ to 11.

De The ancient art of modernized and ad

EMBOSSING on leather is among the most beautiful of the ancient arts. It has been a costly art because of the slow, painstaking nature of the work.

But now—

invention has come to the aid of the shoe trade. Leather embossing, no less beautiful, far less costly, is done by machinery with accuracy and beauty of finish which duplicate hand work of the most skillful craftsman.

This mechanical embossing is Deko-Art.

Do not confuse it with punching and stamping the old kind. Deko-Art is as different from as is hand embossing. Deko-Art requires elaborate machinery and special processes for the preparation of the leather. But the beautiful result is ample reward for the care and the cost which is necessary.

When you see the new Rice & Hutchins Deko-Art shoes you will appreciate what a contribution

#1

W. ROBERTSON, PRESIDENT & MANAGER

W. ROBERTSON MACHINE & FOUNDRY CO.

MANUFACTURERS OF

ROBERTSON'S ECONOMY HACK SAWS

TRY OUR LONG SERVICE BLADES

CABLE ADDRESS
ECOSAW-BUFFALO

56-58 RAND STREET

BUFFALO, N. Y., October 26th. 1925.

Byers and Smith,
103 Haverhill Street,
Boston, Mass.

Gentlemen:

We are pleased to acknowledge your inquiry of the 24th for our #3 Economy power saw. This and other Economy Saws we manufacture are illustrated and described in the following pages. No. 3 machine has a capacity of 6x6 inches and takes blades from 10 to 14 inch. It is equipped with our OIL COMPRESSION LIFT, an exclusive feature of ECONOMY SAWS, which positively relieves the blade teeth of all drag on the idle or return stroke (Vise swivels to 45 degrees for cutting angles. Has friction clutch and stops automatically when cut is completed.)

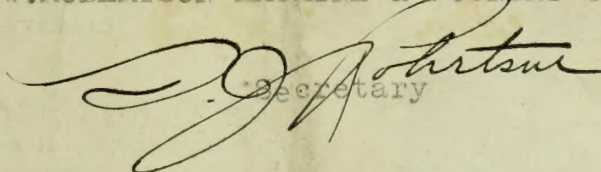
We are pleased to quote you on this machine \$98.00 net f.o.b. Buffalo, 2% for cash ten net thirty days.

The Taylor Machinery Company, 261 Franklin Street, Boston carry our machines in stock. If they haven't this particular machine, we can ship it immediately from the factory.

We hope to be favored with your order.

Yours very truly,

W. ROBERTSON MACHINE & FOUNDRY CO.


Secretary

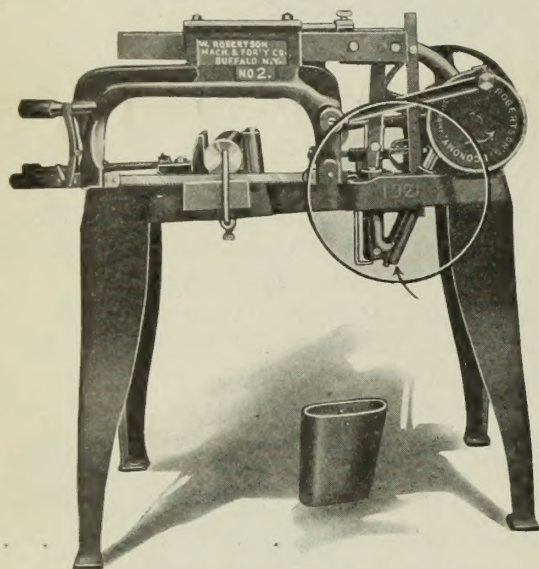
SJR/

Economy High Speed Power Saws

Over 28,000 in Use

Over twenty years on the market, giving excellent service in large and small plants throughout the world

Economy No. 2— 1921 Model Oil Lift—Draw Cut

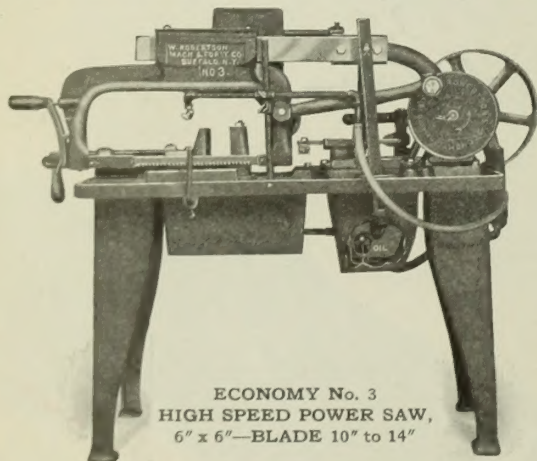


CAPACITY 6" x 6"—10", 12", 14" BLADES

Economy, Speed, Accuracy, Durability

Capacity, 6" x 6". Blades: 10, 12 and 14 inches. Swivel vise to cut 45 degrees. Automatic stop-friction clutch in pulley. 6" head sleeve bearing. Pulley, 2½" x 12". 60 strokes per minute. Weight, 275 lbs.

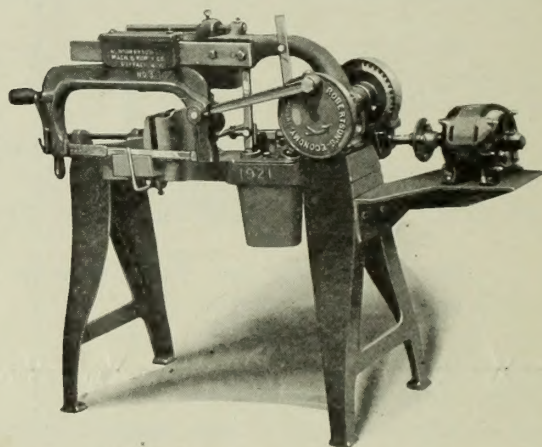
Economy No. 3 High Speed



ECONOMY No. 3
HIGH SPEED POWER SAW,
6" x 6"—BLADE 10" to 14"

Our No. 2, 1921 Model is a revelation in hack saw construction. Equipped with our famous OIL LIFT FEATURE, the most simple and efficient method ever devised for relieving the blade teeth of all drag on the idle or return stroke. It is impossible to break blades by the frame falling on the work. 200 PER CENT MORE SERVICE IS OBTAINED FROM THE BLADE. This feature consists of a two cylinder pump, submerged in oil, one plunger is timed with the crank shaft, the other with the frame. At the end of the cutting stroke the oil is compressed under the piston, connected to the frame, thus raising it from the work and at the beginning of the cutting stroke the oil is released, allowing the blade to enter the work gradually.

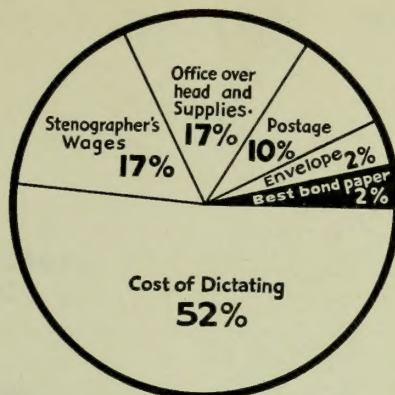
Cut below is No. 2 motor driven, direct gear connected. Worm in oil bath, ball thrust bearing with flexible coupling. Gears enclosed.



CAPACITY 6" x 6"—10", 12" and 14" BLADES

This is a very popular tool in all kinds of manufacturing and jobbing shops. It excels for accurate and fast cutting with low cost for blades. It is a very rigid tool, having the extended bed pattern (practically double ribbing) which insures stiffness and eliminates vibration at 100 strokes speed. It is equipped with our oil lift feature and all other essentials to produce a high grade saw.

The vise swivels to 45 degrees. Is geared and driven by a friction clutch. Stops automatically when cut is completed. Furnished in the single high speed and two-speed types.



The True Perspective

~

To get the very best out of your outgoing correspondence, you must consider the total cost of your letter, of which the cost of the paper used is a very small item, as indicated in the following chart :—

Executive's time dictating	15c	per letter
Stenographer's wages	05c	" "
Office overhead and supplies	05c	" "
Postage	03c	" "
A good envelope	0045c	" "
Best bond paper	0055c	" "
Total cost	29c	per letter

NOTE.—We have purposely left out a figure on the cost of printing the letter heading and envelope as this is such a variable quantity depending on the method of printing employed and the quantity ordered. Their omission does not materially affect the point illustrated, namely, the relative cost of paper to the total cost of the letter. 1

1 Submitted by the Rolland Paper Company, Montreal, Canada, as a page in: "How To Set Out Business Letters." ✓



The Paper Perspective

The paper perspective is a view of the world as it is seen from a distance. It is a view that is not shared by those who are in the world, but who are looking at it from a distance. It is a view that is not shared by those who are in the world, but who are looking at it from a distance.

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SANGER BROS., Inc.

forward with TEXAS since 1858

DALLAS - WACO - FORT WORTH

NEW YORK OFFICE
455 SEVENTH AVE.

DALLAS November 6, 1926

Miss Marion Fottler,
S. M. Woman's Bldg.,
City.

Dear Miss Fottler:

On behalf of our organization, I wish to welcome you to Sanger Bros. Inc., during Dallas College Club Week, November 8th to 13th inclusive.

Though a retail institution, established to make profits and build up good will, one of our most important problems is that of education. We can accomplish the ideals which we have set for ourselves only through the training and education of our personnel, and we are doing this on an extensive scale.

So we have a natural sympathy with all education activities, and we are glad, in this instance, to be of some help in furthering the great project fostered by The Dallas College Club.

Frankly, we desire also to enlist for ourselves some of your good will, and shall depend upon the quality of our merchandise and the character of Sanger service to realize this ambition.

With best wishes for the success of this undertaking, and assuring you of our hearty co-operation, I am

Very cordially yours,

E. P. Simmons

Vice-President
Sanger Bros. Inc.

SARASOTA COUNTY CHAMBER OF COMMERCE SARASOTA, FLORIDA

Dear Sir:

As fellow Floridians we want to know more about our sister cities, especially our financial, industrial, and resort centers, and as it is impossible to visit all of them in a short space of time, we are doing the next best thing by asking your Chamber of Commerce to send us a supply of literature that we may study it and place it in our racks for distribution to our many visitors, because we want them to know what a solid state Florida is by virtue of its progressive and ever-growing cities.

Sarasota, for instance, has grown from a mere fishing village to a substantial small city with a metropolitan, as well as a cosmopolitan, environment. We think it is the "Jewel of the Gulf Coast"; and are doing our best to make it a premiere "ALL YEAR" RESORT; a port of call for yachts and large passenger and freight vessels (Sarasota is just now completing her \$1,000,000 deep water (23 feet) port and harbor); an agricultural domain; and above all, a real West Coast City that all the state will be proud of. In view of the fact that so many of our Florida citizens have not visited Sarasota in recent years, many not having seen the city at all, we are sending you under separate cover an illustrated booklet that we trust will be of interest. We are not doing this with the view of motivating you to come to or move to Sarasota, where, of course every visitor is welcomed, but simply for the purpose of giving you first hand information about our city, so that you may be intelligently informed and be able to pass along a good word for us whenever opportunity permits, with the assurance that we shall reciprocate the favor to your city.

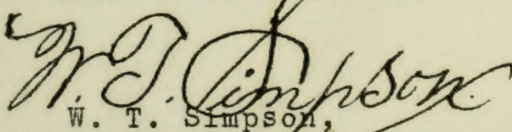
You may be interested in our national advertising campaign in which we are using coming issues of the Saturday Evening Post, Literary Digest, Asia, Yachting, National Farm Journal, Forbes, Manufacturer's Record and a number of other standard publications, all of which helps Florida in general.

Assuring you of our desire to cooperate with you at all times, we are

Yours very truly,

SARASOTA COUNTY CHAMBER OF COMMERCE.

By


W. T. Simpson,

Assistant to General Secretary.

SARASOTA COUNTY CHAMBER OF COMMERCE
SARASOTA, FLORIDA

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A meeting you of our desire to cooperate with you at all times, we are

Yours very truly,

SARASOTA COUNTY CHAMBER OF COMMERCE

By *[Signature]*
Assistant to General Secretary

WTH:6

SARGENT

THE LEOPOLD SCHEPP FOUNDATION

SARGENT & COMPANY

SARGENT & COMPANY, NEW YORK
94 CENTRE STREET

MANUFACTURERS OF HARDWARE

SARGENT & COMPANY, CHICAGO

WACKER DRIVE AT RANDOLPH

NEW HAVEN, CONN. Nov. 20, 1926.

PLEASE REPLY TO THE COMPANY
AND REFER TO LETTER BY

Mr. Marion G. Fottler,
Dept. Secretarial Training,
Southern Methodist University,
Dallas, Texas.

Dear Sir:-

In response to the request contained in your letter of November 16th we are pleased to send you several copies of form letters used by our company.

The following is an excerpt from our Sales Manual:-

"Each letter should be dated and show the place from which it is written. Do not put more than one subject in a letter. Indicate clearly the subject, and if it relates to an order be sure that the order number, date, customer's name and other necessary information is included."

We hope the letters enclosed will prove of value to you.

Yours very truly,

SARGENT & COMPANY.

Brenda Graves

AF

Decimal Sys-
of Pricing and
ing has been
ted for Sargent
ware.

SARGENT

SARGENT & COMPANY

MANUFACTURERS OF HARDWARE

NEW HAVEN, CONN. Nov. 20, 1922.

Mr. Marion G. Foster,
Dept. Botanical Training,
Southern Methodist University,
Dallas, Texas.

Dear Sir:-

In response to the request contained in your letter of Nov-
ember 1922 we are pleased to send you several copies of form letters
used by our company.

The following is an excerpt from our Sales Manual:-

"Each letter should be dated and show the place
from which it is written. Do not put more than
one subject in a letter. Indicate clearly the sub-
ject, and if it relates to an order be sure that
the order number, date, customer's name and other
necessary information is included."

We hope the letters enclosed will prove of value to you.

Yours very truly,

SARGENT & COMPANY

Thomas Brown

Enclosed 2-
Filing and
has been
for Sargent

THE LEOPOLD SCHEPP FOUNDATION

ADMINISTRATION OFFICE

225 WEST 34TH STREET, NEW YORK

BROOKLYN, N.Y.

February 3rd, 1926.

TRUSTEES

EV. GEORGE ALEXANDER, D. D.
PRESIDENT
JUDGE ELBERT H. GARY
JUSTICE THOMAS C. T. CRAIN
JUSTICE WILLIAM N. FERGUSON
EDWARD W. STITT, PH. D.
EDWARD ELLIOTT
LORENCE L. SCHEPP
VICE PRESIDENT
ANFRED W. EHRICH
GEORGE VAN BRUNT PUTNEY
ANNIE FERGUSON BURKE
EV. THOMAS GUTHRIE SPEERS
LEOPOLD SCHEPP
MONMOND PUTNEY
LARENCE R. NIMS
ANNE KISSAM HAYS
HARRY BELGARD
TREASURER
JOHN BERENS
ASSISTANT TREASURER
PHILIP RITTER
DIRECTOR
HAROLD JOHNSTON
SECRETARY

Dear Mr. Dealer:

Mr. W. Lauris Mallard,
First Presbyterian Church,
138 East 15th Street,
Oklahoma City, Okla.

Dear Mr. ~~Mallard~~:

Blank

Smith

You signed the application for enrollment of James ~~Smith~~ as sponsor, at which time you definitely agreed, among other things, to "make such reports on the applicant as may from time to time be required."

We sent you an "Information from Sponsors" blank, requesting you to answer several questions and enclosed a stamped addressed envelope for your convenience. We did not receive this blank and sent you a duplicate which, likewise, has not been returned.

Failure to furnish an acceptable sponsor penalizes a boy's desire to lead a better life, for no action can be taken on his application for enrollment until you discharge your obligation. We must therefore ask you to give the enclosed blank your immediate attention or James must make other arrangements.

Very respectfully yours,

Philip Ritter

Director.

PR:LG.

Encl.

A. Schrader's Son

INCORPORATED

Makers of Pneumatic Valves Since 1844

CABLE ADDRESS
"AIRVALVE," N.Y.

BRANCHES
CHICAGO, TORONTO, LONDON
SUBSIDIARIES
AKRON PARIS
LOS ANGELES

BROOKLYN, N.Y.

NOV. 14, 1925

IN REPLY REFER TO

AGU:ES

Dear Mr. Dealer:

On the next page you will find three important reasons why a Schrader Air Chuck should be on every air line.

Here is what these reasons mean to you:

- 1st. Your air line will be absolutely air-tight.
- 2nd. Your customers Valve Insides will not be damaged.
- 3rd. You will not need to keep a large reserve pressure in your compressor tank, because the Schrader chuck deflator depresses the Valve Inside plunger pin and overcomes the spring tension in Valve Inside. The air flows freely from tank to tire.

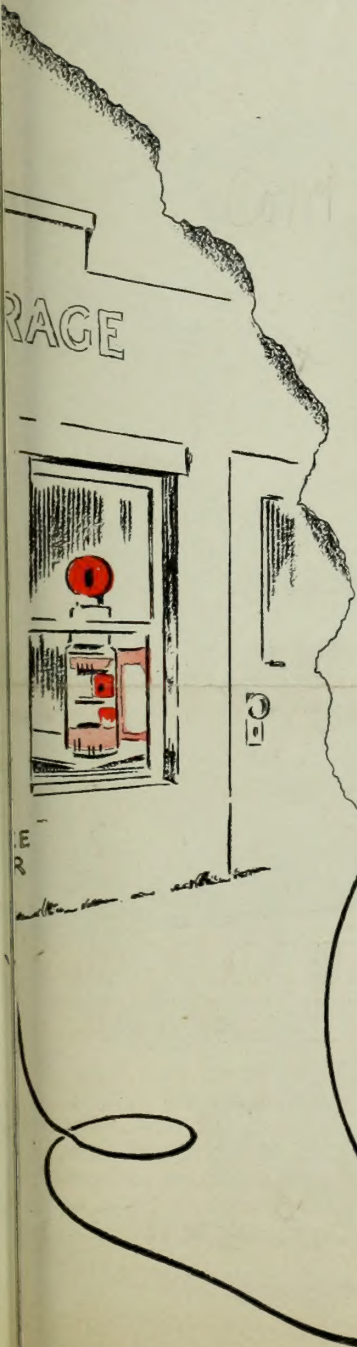
Although the Schrader Air Chuck costs but a few cents, it will save you many dollars worth of air, and give your customers better air service.

Yours very truly,

A. SCHRADER'S SON, INC.

A. S. Underwood

MANAGER ACCESSORIES SALES.



3 Reasons for Using Schrader Air Chucks

1 SAVES AIR

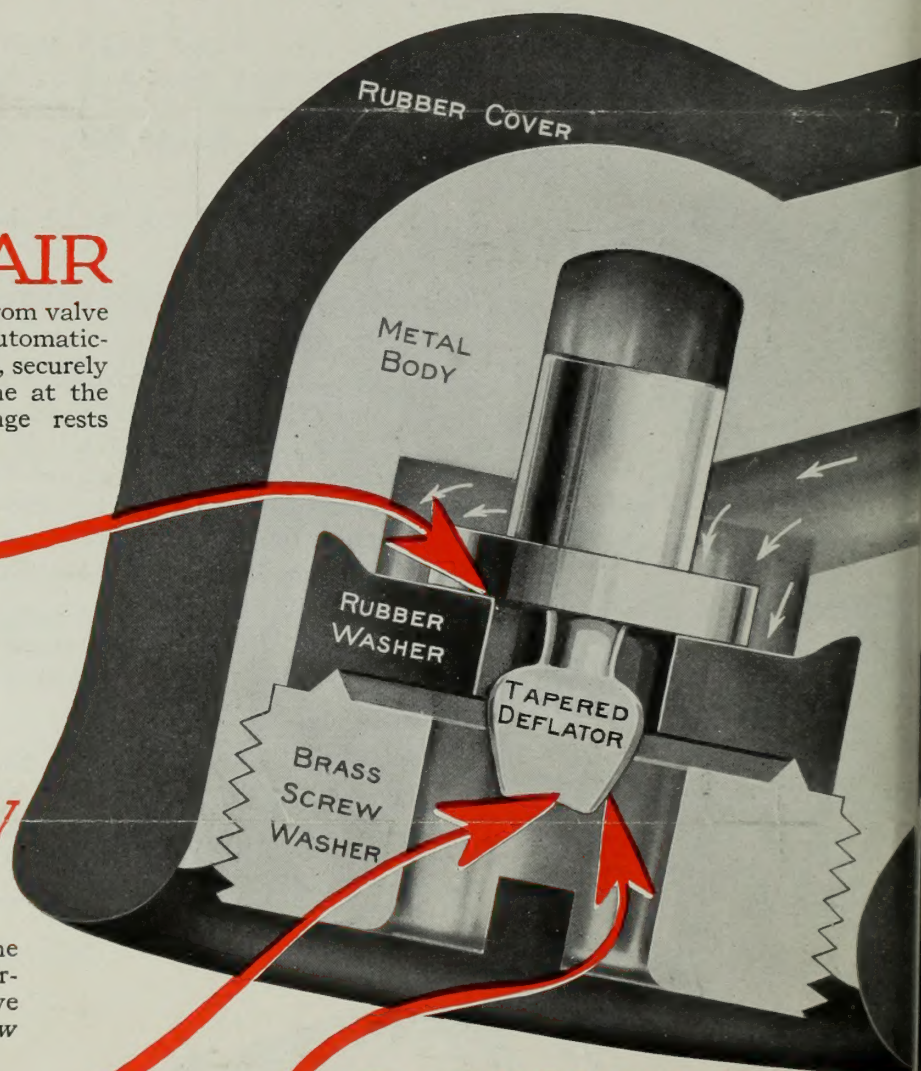
When chuck is removed from valve stem, the air-check is automatically closed by air pressure, securely locking air in the air line at the point where metal flange rests against rubber washer.

2 FREE FLOW OF AIR

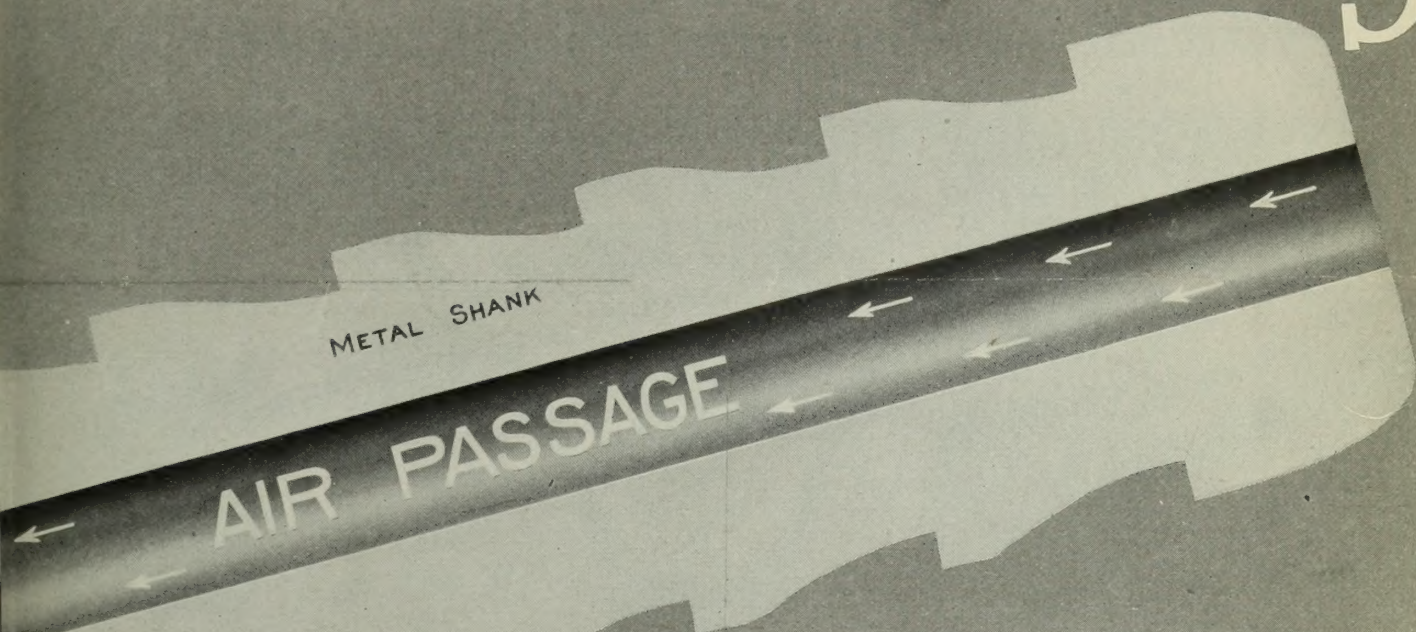
The tapered deflator depresses the Valve-Inside Plunger Pin, overcomes the spring tension in Valve Inside, and permits the *free flow of air into the tire.*

3 CANNOT DAMAGE VALVE INSIDES

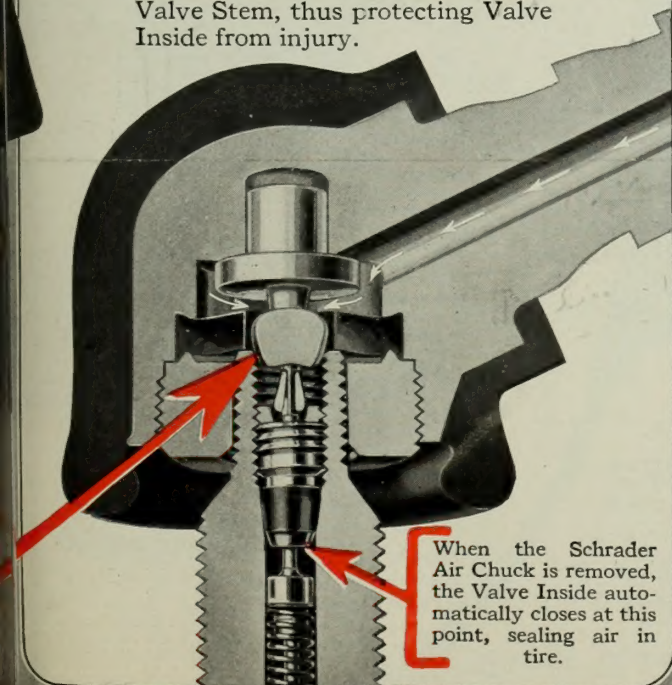
Mouth of Valve Stem (not Valve Inside) raises the tapered deflator, releasing air from air line. The tapered deflator enters valve mouth only a sufficient distance to open Valve Inside. It cannot bend or otherwise damage the Valve Inside.



Keep them on Your Air Lines

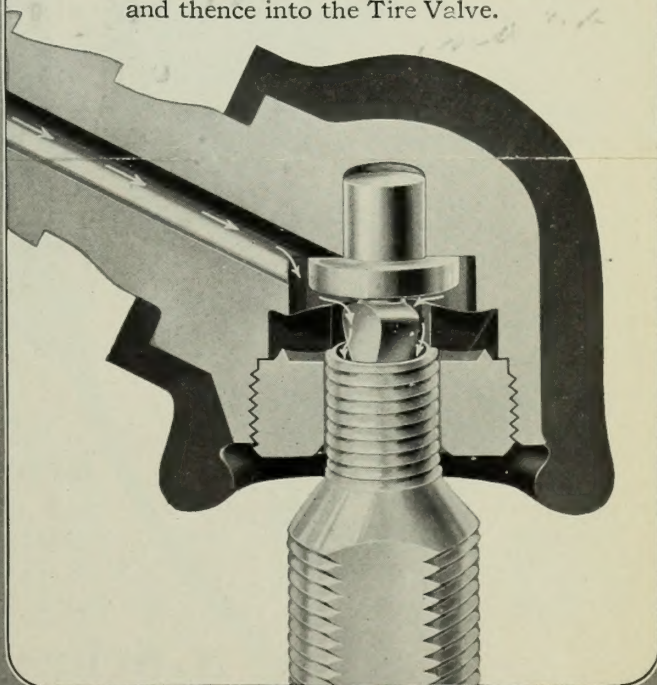


This shows how the deflator pin of air chuck rests against the wall of Valve Stem, thus protecting Valve Inside from injury.



When the Schrader Air Chuck is removed, the Valve Inside automatically closes at this point, sealing air in tire.

This shows how the air passes through the chuck, past the deflator, and thence into the Tire Valve.



Adaptable to all Types of Wheels—Wood—Disc—Wire

A Schrader Air Chuck For Every Air Line

They fit all sizes of Hose and all types of Valves

Replacement Parts



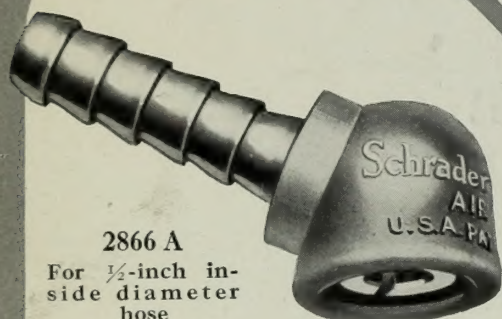
2866
Deflator



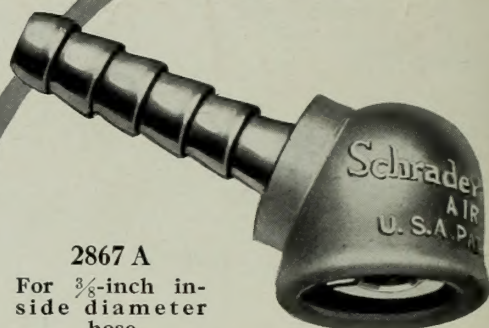
2866
Rubber Washer



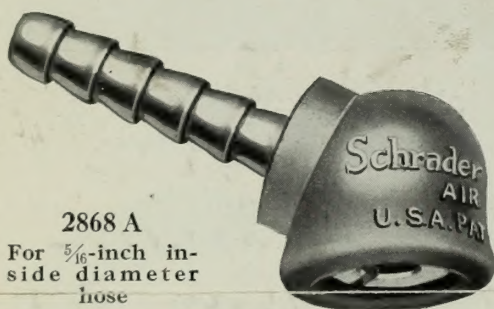
2866 A
Brass Screw
Washer



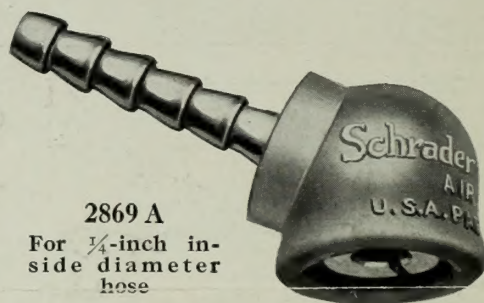
2866 A
For $\frac{1}{2}$ -inch in-
side diameter
hose



2867 A
For $\frac{3}{8}$ -inch in-
side diameter
hose



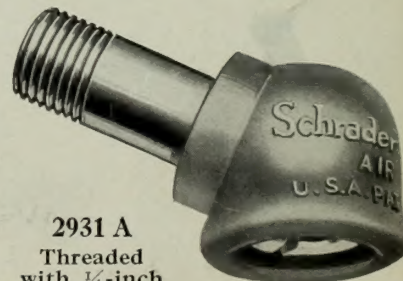
2868 A
For $\frac{5}{16}$ -inch in-
side diameter
hose



2869 A
For $\frac{1}{4}$ -inch in-
side diameter
hose



4517 A
Threaded
with $\frac{1}{4}$ -inch
iron pipe in-
side thread



2931 A
Threaded
with $\frac{1}{4}$ -inch
iron pipe out-
side thread

ORDER
Schrader
AIR CHUCKS
FROM YOUR
REGULAR
SUPPLY HOUSE

A. Schrader's Son
INCORPORATED
BROOKLYN, N. Y.

866-11-25—PRINTED IN U.S.A.

SCRIBNER'S MAGAZINE

CHARLES SCRIBNER'S SONS
Publishers

597 Fifth Avenue New York, N. Y.



you and a number of the others enter your subscriptions at this low rate and recommend that we make the offer to a larger group we will do it.

You need not send the \$2.95 with your subscription - you may send that later at your convenience. The important thing is to mail the card so we may have it within two weeks at least.

We will be sincerely grateful to have you send the card as we are anxiously awaiting your decision.

Yours very truly,

Don Cather

c/o Charles Scribner's Sons
Publishers of SCRIBNER'S MAGAZINE.

A few contributors to the coming numbers:

Dean Inge	Sidney Howard
Don Marquis	Silas Bent
Edna Ferber	Leighton Parks
Sherwood Anderson	Capt. John W. Thomason, Jr.
Joseph Hergesheimer	Will Rose
John Galsworthy	William C. Brownell
Willa Cather	William Lyon Phelps
Otis Skinner	Royal Cortissoz
Will James	And Many Other
Edward W. Bok	Distinguished Writers

IMPORTANT INQUIRY:

Last week I made a recommendation to the Publisher of SCRIBNER'S MAGAZINE that is of special importance to Members of the Teaching Profession in various communities. His response was:

"Write a few representative educators and if they so desire we will do it."

So I am today writing you and a few others to ask you to decide the advisability of making an offer more liberal than any other publisher has yet made.

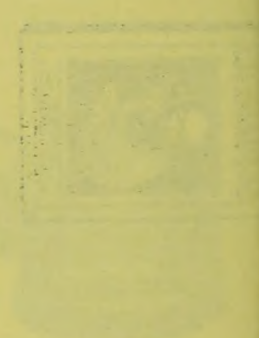
The recommendation I made was this:

"That in view of the outstanding position of the educator in the affairs of the community - we could well afford to enter your subscription for a year for \$2.95 which is \$1.25 less than the regular news-stand price."

Two weeks from now, I hope to take the enclosed stamped card from you, along with the cards from others to whom I have written this letter, to the publisher with your decision. If

Aeromarine Air Corps For Every Air Line

5000 ft. of 1000 ft. and 1000 ft. of 1000 ft.



Very truly

Yours truly



SEALRIGHT CO., Inc.



DIVISION
OSWEGO FALLS CORPORATION

NEW YORK CITY OFFICE
405-407 11TH AVENUE

MAIN OFFICE AND FACTORY
FULTON, N. Y.

CHICAGO OFFICE
1162 CONWAY BLDG.

IN YOUR REPLY REFER TO

When you hear the dull "Smack" of shoulder pad against mole-skinned thigh, - what is your first impulse?

When your ace behind a perfect wave of interference wriggles himself free and "cuts back", - what do you want to do?

YELL -

And above all, you know the effect of an encouraging cheer from the student body at the most vital moment of the game, whether the ball is on your opponent's one yard market or your own. - Drive it out to them so they can hear it.

Sealright Sport Megaphones will amplify those cheers. Try it with this sample.

Just imagine your cheering section, every last mother's son of them yelling thru individual megaphones, the colors matching those of the cheer leaders. An impressive sight - An impressive cheer.

You can easily finance equipping the student body with Sealright Megaphones. Look over the enclosed price list. They can be sold at ten cents each with a profit to you. If you are not interested yourself, pass on this letter and samples to some of the boys on the campus. Perhaps you know of a concessionaire who could handle them.

Last year some colleges supplied megaphones to every ticket purchaser for the most important games. They added the cost to the price of the ticket. They also added support to their team.

Don't file this away to "think over". Tell us how many you need, the colors and printing. That's all - we'll do the rest. Allow us plenty of time for production before the first game.

Yours for a long yell
SEALRIGHT CO. INC.

R.F. Smith/IM

Sales Promotion Dept.

SEALRIGHT CO., Inc.

DIVISION
OSWEGO FALLS CORPORATIONCHICAGO OFFICE
1152 CONWAY BUILDINGNEW YORK CITY OFFICE
405 FIFTH AVENUE
NEW YORK, N. Y.NEW YORK CITY OFFICE
405 FIFTH AVENUE

When you hear the dull "Bass" of shoulder pad against mole-
skinned thigh, - what is your first impulse?

When your eye behind a perfect wave of interference wriggles
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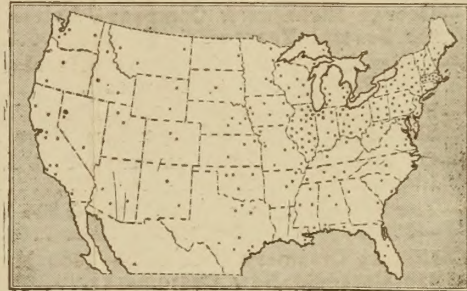
Sales Promotion Dept.

R. F. Smith/IM

One Letter Each Week!

ALMOST every business executive uses letters. Letters that really get results are not easy to write. Through a study of one letter each WEEK in the remarkable list below, you will be better able to dictate and write letters that will DO what you want them to DO. These 72 Master Letters were gathered from all over the United States and Canada, by the Shaw Bureau of Business Standards. It took more than 6 months, 5,063 good letters were analyzed, several thousands of dollars were paid out—to give you the 72 letters that are better than all the others. Every one will PROVE its value to you many times over in the coming weeks, months, and years!

Brief Outline of Contents:



LETTER NO.	FIRM—COSTS—RESULTS	PAGE NO.
<i>(Note: Analysis of Each Letter Appears on Opposite Page with the Even Number)</i>		
1—Dennison Manufacturing Co., 1,641 Mailed—\$136.12 Cost—\$6,685.19 Sales	9	
2—Miller Sawyer Service Company—500% Increase in Business in 15 Weeks	11	
3—Archibald Harris and Company—1,300 Mailed—\$624 Sales—52 Orders	13	
4—Colorado Pageant of Progress, Inc.—5,000 Mailed—\$500 Cost—\$15,300 Results	15	
5—Park Tailoring Co.—475 Mailed—\$5,000 in Business—65% Responded	17	
6—The Penton Publishing Company—\$1,240 Sales—\$32.06 Cost—Only 2.6%	19	
7—The National Bank of the Republic of Chicago—1,000 Mailed—500 Accounts Revived.....	21	
8—The J. L. Hudson Co., Detroit—4,000 Mailed 500 Orders—\$1,500 Sales—1 Week	23	
9—Paris Candy Company—3,000 Mailed—300 Orders—\$82.50 Cost	25	
10—Boulevard Bridge Bank of Chicago—4,000 Mailed—125 Boxes Rented, \$4 to \$20 each	27	
11—National Real Estate Journal—400 Mailed—40 Replies—5 Sales	29	
12—Elmhurst Golf Club—125 Mailed—38 New Members Secured	31	
13—Rand McNally & Company—3,000 Mailed—\$90 Cost—300 Orders—\$4,500 Sales	33	
14—Rand McNally & Company—1,550 Mailed—310 Replies—127 Contracts	35	
15—Commerce Trust Company—1,500 Names—178 Favorable Responses	37	
16—Bird & Son, East Walpole, Mass.—50 Dealers—17 Orders—\$4,000 Sales	39	
17—El Vandoma Cigars—Winning Old Customers Back—10% Orders	41	
18—El Vandoma Cigars—Securing Orders from Professional Men—A Selling Letter	43	
19—El Vandoma Cigars—Selling "At Retail" By Mail—One of Their Best Pullers	45	

LETTER NO.	FIRM—COSTS—RESULTS	PAGE NO.
20—The Moody Bible Institute—a "Sales" Letter That Secures Necessary Funds	47	
21—The Wallace Barnes Company—1,500 Mailed—\$9,400 in Business	49	
22—The American Perforator Co.—960 Mailed—\$50 Cost—9 Live Inquiries—One \$600 Sale	51	
23—Illinois Power & Light Corporation—135,000 mailed—1,500 Coupons—75% Sold	53	
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28—The Hinde & Dauch Paper Co.—To Old and New Names—10% Replies	63	
29—The Arco Company—15% Returns—Sales Almost Doubled	65	
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33—Homestead Valve Mfg. Co.—2.59% Inquiries from Live Prospects	73	
34—Pawling & Harnischfeger Co.—1,500 Mailed—4% Responded	75	
35—The Kirtland Company, Toledo—4,216 Names—\$204.90 Cost—\$43,000 Results	77	
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38—Phoenix Mutual Life Insurance Co.—10,125 Mailed—2,015 Replies—263 Policies—\$1,151,000 Results	83	

Take just ONE of these 72 MASTER LETTERS each WEEK for the next 72 weeks—study the RESULTS, COSTS, LETTERHEADS, SIGNATURES, PROPOSITIONS, OFFERS and the CONCERNS USING THEM—compare with your own letters, costs, and results—and the BENEFIT to you in ACTUAL DOLLARS AND CENTS will far surpass your HIGHEST expectations. See Other Side.

As an **EXECUTIVE VALUES** his **EXPERIENCE**—and **PLACES** a high price on it—he welcomes and **PLACES** a **HIGH VALUE** on these **72 PRACTICAL EXPERIENCES** listed here.

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40—	Rand Company, Inc.—Letter Used Several Times a Year—20% to 25% Replies.....	87
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TO the leading business executives—owners and managers, in each community—this complete collection of “72 Master Letters and What Made Them Pay,” durably bound in attractive vellum cloth, is sent on the giving of merely name and address and accompanying the coupon with a check or a money-order. There is absolutely no charge for the book. To those most progressive business men of America who realize they can always **PROFIT** by an **INTERCHANGE** of ideas, the book comes with a short-term subscription to the world's leading business publication, **SYSTEM**: at \$5—the cost of **SYSTEM** alone—less 5% for the cash.

SYSTEM is of recognized value to business men the world over, not only in the practical letter-writing ideas it contains each month, but as an aid in handling all the activities of a business—management, control, selling, advertising, finance, credits, collections, accounting, buying, letter-writing, costs, merchandising, employment, trends, prices, and so forth. More than a magazine—more than an easy way to get ideas—it is the greatest **INTERCHANGE BUREAU** of practical business information that the world has even seen.

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merely mail the handy coupon NOW.*

A. W. SHAW COMPANY

CASS, HURON AND ERIE STREETS

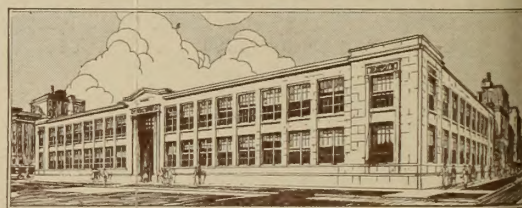
NEW YORK

CHICAGO

LONDON

461-662

Printed in U. S. A.



—home of the Shaw Publications—building of concrete-steel construction—faced with Bedford stone—finished in natural mahogany throughout—admirably lighted by means of sawtooth roof—occupying half a city square—Cass, Huron and Erie Streets, Chicago. The vast resources of this big business research organization are at your disposal through the pages of **SYSTEM** during the entire period of your subscription term.

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ELKIN SKLAR & SONS

SOLE LEATHER

253 NORTH THIRD STREET

PHILADELPHIA, PA., U. S. A.

June to December, year of the
Sesqui-Centennial Exposition.

Dear Friend:

Needless is it for us to tell you the importance of the SESQUI-CENTENNIAL EXPOSITION now being held in Philadelphia, Pa. To give you an idea of the significance of this event, it is expected that over 30,000,000 people are going to visit this monstrous and probably the most beautiful exposition ever held in the World.

Numerous railroad excursions will be offered during this period and at considerably reduced railroad fares, you should by all means take advantage of the opportunity of visiting an International Exposition.

When in this city, come in to see us just to get acquainted and at the same time look over the stock of one of the leading Leather and Shoe Finding stores in the State of Pennsylvania. (You are not obligated to buy) but should you decide to make any purchases to the extent of \$100 or more, simply present the enclosed ticket and we will allow the cost of the railroad fare, not exceeding \$5.00.

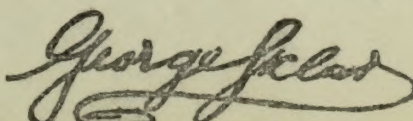
Only one ticket will be accepted from any one firm. Furnish us with the names of your friends in the shoe repair business in the states of Pennsylvania, New Jersey, New York, Delaware, Maryland, Virginia, West Virginia, Ohio, the city of Washington, D. C. and we shall be pleased to furnish each one with a ticket.

Remember that our prices are attractive with numerous bargains and specials at all times.

Write us, telling us just when you intend to be in Philadelphia.

Yours very truly,

ELKIN SKLAR & SONS,



NOTHING TAKES THE PLACE OF LEATHER

ELKIN SKLAR & SONS

SOLE LEATHER

233 NORTH THIRD STREET

PHILADELPHIA, PA. U. S. A.

Time in December, Year of 1900
General Commercial Exposition

Philadelphia is the far as to tell you the importance of
the ANTI-COMMERCIAL EXPOSITION now being held in Philadelphia.
It will give you an idea of the magnitude of the event, as it
expected that over 50,000 people are going to visit this ex-
position and probably the most beautiful exposition ever held in the
World's Fair grounds.

Thousands of leather goods will be on display
this period and it is especially recommended that you should
be all aware of the opportunity of visiting an in-
ternational exposition.

When in this city, come in to see us just to get a
glance and if you have time look over the display of one of the
leading leather and shoe makers in the State of Penn-
sylvania. You are not obligated to buy, but should you decide to
have any purchases to the extent of \$100 or more, simply present
the enclosed ticket and we will allow the cost of the railroad
fare, not exceeding \$5.00.

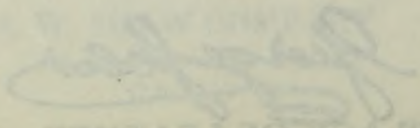
Only one ticket will be accepted from any one firm.
Travel with the ease of your luggage in the mail, and
also in the express, New Jersey, New York, Del-
aware, Maryland, Virginia, Ohio, the city of Wash-
ington, D. C. and all the places to which you wish to
travel.

Remember that our prices are attractive with merchandise
and service of all kinds.

Write us, telling us how much you intend to be in
Philadelphia.

Yours very truly,

ELKIN SKLAR & SONS



NOTHING TAKES THE PLACE OF LEATHER

To College Men

Dear Sir:-

We've always found that college men are a little better posted on clothes than anyone else. They know what they want. You can see how that puts it up to us - to provide them with exactly the kind of clothes they want to wear!

We're doing it. We're offering clothes made strictly for college by the best maker of college clothes. You'll recognize as soon as you see these new Society Brand models that they're the right thing - they're precisely the clothes college men have prescribed.

A three button coat, with high, short lapels. The coat rather short; the back straight and full; almost no suppression at the waist. Trousers wide. There never was a more comfortable suit; it's the easiest thing you can wear, and you'll see it everywhere on the campus this spring.

There's a good deal of art, of course, in making a suit as loose and comfortable as this and making it really smart looking too. That's where the Society Brand cut comes in. No other makers are so famous for the absolute smartness of their clothes.

But why not come in and see for yourself? Consider this an invitation.

Cordially yours,

Your Name Here

To College Men

Dear Sir:-

We've always found that college men are a little better posted on clothes than anyone else. They know what they want. You can see how that puts it up to us - to provide them with exactly the kind of clothes they want to wear!

We're doing it. We're offering clothes made strictly for college by the best maker of college clothes. You'll recognize us soon as you see these new Hosiery brand socks that they're the right thing - they're precisely the clothes college men have prescribed.

A loose fitting sock, with high, short heels. The cost rather short; the back straight and flat; the most no suggestion of the heel. Properly worn there never was a more comfortable sock! It's the easiest thing you can wear, and you'll see it every where on the campus this spring.

There's a good deal of art, of course, in making a sock as loose and comfortable as this and making it really smart looking too. That's where the Hosiery brand out comes in. The other makers are too busy for the absolute workmanship of their clothes.

But why not come in and see for yourself? Besides this an invitation.

Cordially yours,

Your name here

STANDARD PAPER WORKS

Dr. J. H. H. H.

To High School Graduates

Dear Sir:-

You young men just out of high school are not the ones to pass up any of the things that make for success in the new job.

It wouldn't do for us to tell you how important it is to make the most of good appearance. You know that as well as we do. You know exactly what are the right clothes to make the right impression.

All we want to tell you is that we have them. They're made by Society Brand, and there are none finer to be had anywhere. We have a lot of them, designed especially for young men. You'll only have to see them to recognize that they're the right thing - and there's a splendid variety to choose from. It will be worth your while to come in and look them over.

Cordially yours,

Your Name Here

STANDARD VARNISH WORKS

Manufacturers of all kinds of Varnishes

and all kinds of Paints

445 Broadway, New York

NEW YORK

To High School Graduates

Dear Sir:-

You young men just out of high school are not the ones to jump up and say the things that make for success in the new job.

It wouldn't do for us to tell you how important it is to make the most of good appearance. You know that as well as we do. You know exactly what are the right clothes to make the right impression.

All we want to tell you is that we have those "Top" made by Society Brand, and there are more than 100 to be had anywhere. We have a lot of them, designed especially for young men. I'll only have to see them to recognize that they're the right thing - and there's a splendid variety to choose from. It will be worth your while to come in and look them over.

Cordially yours,

Your Name Here



CABLE ADDRESS
"EVERWEEN" NEW YORK
CODES
LIEBERS
A.B.C. 4th & 5th EDITIONS
BENTLEY'S
WESTERN UNION

NEW YORK
SAN FRANCISCO
GRAND RAPIDS
LONDON
BERLIN
GOTHENBURG

STANDARD VARNISH WORKS

VARNISHES-ENAMELS & ALLIED SPECIALTIES

EXECUTIVE OFFICES

443 FOURTH AVENUE
NEW YORK

November
19th,
1926.

Mr. -----,

Dear Sir:

The house that shelters you and your family from the snow, sleet and rain of winter, as well as from the downpour of summer sunlight, in turn deserves protection. Not as a matter of sentiment, but as a matter of out-and-out saving of money, your house - both inside and outside - deserves the protection of the best paint procurable.

S. V. W. Inside and Outside Paint is such a product. It represents the best that fine materials and scientific paint manufacturing can develop. It is worthy of the brush of a master painter, and places at your disposal an endless variety of colors and shades from which to select.

When you paint your house you automatically place a check on expensive repair bills, and when you paint it with S. V. W. Inside and Outside Paint you effect a further economy by covering your walls with a protective coating of true color that will long outlive the usefulness of the ordinary run of paint.

We feel sure that you will be interested in discussing the subject of paint with us. It is an important one, and we would welcome an opportunity to point out to you the many sterling merits of S. V. W. Inside and Outside Paint.

Respectfully yours,

SMITH, BROWN & COMPANY.

II



NEW YORK
SAN FRANCISCO
CHICAGO
LONDON
BOMBAY
MADRAS

NEW YORK
SAN FRANCISCO
CHICAGO
LONDON
BOMBAY
MADRAS

STANDARD VARNISH WORKS

VARNISHES - PAINTS - ALLIED SPECIALITIES

EXECUTIVE OFFICES

443 FOURTH AVENUE

NEW YORK

November
1921
1922

Mr. _____

Dear Sir:

The house that sheltered you and your family from the snow, sleet and rain of winter, as well as from the downpour of summer sunlight, is now destined for a new life. Not as a shelter of sentiment, but as a shelter of out-and-out saving of money, your house - both inside and outside - deserves the protection of the best paint procurable.

S. V. W. Inside and Outside Paint is such a product. It represents the best that the materials and scientific paint manufacturing can develop. It is a variety of the best of a master paint, and gives a year's disposal an endless variety of colors and shades from which to select.

When you paint your house you automatically place a check on expensive repairs bills, and when you paint it with S. V. W. Inside and Outside Paint you effect a further economy by covering your walls with a protective coating of fine color that will long outlive the usefulness of the ordinary run of paint.

We feel sure that you will be interested in discussing the subject of paint with us. It is an important one, and we would welcome an opportunity to point out to you the many sterling merits of S. V. W. Inside and Outside Paint.

Respectfully yours,

WILLIAM B. BROWN



“Since when have we had this good-looking letter-head?”

“It’s the same letter-head—on a good paper.”



12[¢]



10⁴/₅

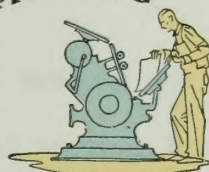
9¹/₅



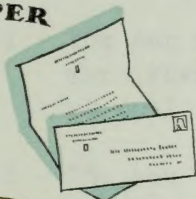
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3⁵/₅

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PAPER



35¹/₁₀

9⁹/₁₀ for

FOR AN ORDINARY LETTER
ON CHEAP PAPER

PLUS

9⁹/₁₀ for

STRATHMORE
PARCHMENT

36[¢]

FOR A DISTINGUISHED
LETTER ON
STRATHMORE PARCHMENT

What do these figures * mean to *you*? That 35.1c buys you an ordinary letter on cheap paper but that 36c buys you an impressive letter on STRATHMORE PARCHMENT!

Yes, nine-tenths of a cent for all the difference between mediocrity and distinction; between an apologetic appearance and a dignified approach. Isn't it worth it? Specify STRATHMORE PARCHMENT or STRATHMORE SCRIPT for your stationery! With envelopes to match.

STRATHMORE PAPER Co. Mittineague, Mass.

* Cost Chart compiled by Ernst and Ernst, C. P. A., New York.—Dictator's salary \$45 a week. Working hours 41.5 a week. Dictating time 6 minutes per letter. Stenographer's salary \$20 a week. Working hours 41.5 a week. Average of thirty letters a day.

What do these figures mean? They mean that you can buy an ordinary letter on cheap paper for 35% less than you can buy an expensive letter on Strathmore paper. For instance, at a cost for all the materials of 10 cents, you can buy a Strathmore letter for 6 1/2 cents. This is a saving of 35%.



This is STRATHMORE PARCHMENT, White, Parchment, 22 x 34—48 lb. Envelopes to match.

S-855; Ed. 3; 11-26; J-3420-2; Printed in U. S. A.

ESTABLISHED
1860

THE
STRAUS BROTHERS
COMPANY

6
✓
TELEPHONE
FRANKLIN 6220

FIRST MORTGAGE BONDS
10 SOUTH LA SALLE STREET
CHICAGO

The market now is advantageous for the sale of Liberty Bonds. If you are holding any of these bonds, you should sell them, investing the proceeds in safe, first mortgage bonds.

There are four principal reasons for this:-

- 1 - You can make a profit on your Liberties. All of them are selling at more than \$100 for every \$100 bond, several of the issues being priced at well over 102 and accrued interest.
- 2 - You can increase your income return. Instead of 4-1/4% you can get 6-1/2% - with unquestionable safety and regularity. On \$1000 now in Liberty Bonds your increase per year would be \$22.50. Adding your profit to this and figuring it for only four years, you will have a capital increase of over 10% of your original investment.
- 3 - It is no longer necessary to hold Liberties for patriotic reasons as the government itself has been making public offering to buy back these bonds.
- 4 - You can reinvest your money in bonds of unassailable security and with a record of absolute safety.

Straus Brothers First Mortgage Bonds are safe. Since 1860 they have paid every cent of principal and interest on the day due. For 66 years The STRAUS BROTHERS Company has safely guided its clients' investments.

Enclosed is a circular describing a typical Straus Brothers issue: bonds that we recommend for the sound conservative investment of the funds from the sale of your Liberty Bonds or of any funds you may have available. These bonds are safe, and they will bring you 6-1/2%, year in and year out.

Send your Liberties to us by registered mail. (If they are registered bonds take them to your bank first and have them assigned to us in blank.) Our Trading Department will sell them at the highest price obtainable. In exchange you will receive high-grade bonds, Straus Brothers protected.

A special registered return envelope is enclosed for your convenience.

Very truly yours,

The STRAUS BROTHERS Company.

LDW:BL
Encl.

THE STRAUS BROTHERS COMPANY

FIRST MORTGAGE BONDS
10 SOUTH LA SALLE STREET
CHICAGO

The market now is advantageous for the sale of Liberty Bonds. It is the only safe way of these bonds, you should sell them, investing the proceeds in Liberty Bonds.

There are four principal reasons for this:-

1 - You can make a profit on your Liberty Bonds. All of them are selling at more than \$100 for every \$100 bond, several of the issues being priced at well over 102 and secured interest.

2 - You can increase your income return. Instead of 4-1/2% you can get 6-1/2% - with unquestionable safety and regularity. On \$1000 you can Liberty Bonds your income per year would be \$62.50. Adding your profit to this and figuring it for only four years, you will have a capital increase of over 10% of your original investment.

3 - It is no longer necessary to hold Liberty Bonds for patriotic reasons as the Government itself has been making public offering to buy back these bonds.

4 - You can reinvest your money in bonds of unquestionable security and with record of absolute safety.

Straus Brothers First Mortgage Bonds are safe. Since 1890 they have paid a large part of principal and interest on the day due. For 35 years the STRAUS BROTHERS Company has safely guided the clients' investments.

Enclosed is a circular describing a typical Straus Brothers Liberty Bond. It will recommend for the sound conservative investment of the funds from the sale of your Liberty Bonds or of any funds you may have available. These bonds are safe, and they will bring you 6-1/2% year in and year out.

Send your Liberty Bonds to us by registered mail. (If they are registered bonds then to your bank first and have them assigned to us in blank.) Our trading department will sell them at the highest price obtainable. In exchange you will receive high-grade bonds, Straus Brothers protected.

A special registered return envelope is enclosed for your convenience.

Very truly yours,

THE STRAUS BROTHERS COMPANY



#5

ESTABLISHED
1860

THE
STRAUS BROTHERS
COMPANY

TELEPHONE
FRANKLIN 6220

FIRST MORTGAGE BONDS
10 SOUTH LA SALLE STREET
CHICAGO

Limited number of Hotel Eitel Bonds
available -- Order Now!

Following our recent letter describing the above new issue of First Mortgage Bonds yielding $6\frac{1}{8}\%$, we now write to tell you that, owing to the popularity of this offering, only a few bonds remain available in all denominations in the final maturities.

Let us quote Al Chase - real estate editor of the Chicago Tribune regarding the district in which the Hotel Eitel is located:-

"What metropolis can list the following imposing array of attractions and advantages in one section? A magnificent lake shore boulevard; what eventually will be one of the most attractive university campuses in the world; a great municipal pier; half a mile of river frontage; one of the greatest shopping boulevards in the world; a group of unequalled hotels and tall apartment buildings - and the world's most beautiful office building.

"It has the world's largest building; a rapidly growing list of metropolitan clubs; a fast developing art centre; banks, churches, schools and countless other city advantages.

"No thoroughfare in the world has the tremendous future that Upper Michigan Avenue between the river and Lake Shore Drive possesses. Yet this development has only started. This North Central district is bound to become the world's most attractive business and residential centre."

The recognized excellence of this location is one of the reasons why these bonds have been subscribed for so rapidly. As the total amount of the issue is less than 57 per cent of the value of the property, a better investment, in our opinion, could not be obtained in the present market.

Do not delay sending your requisition now. We will gladly hold the bonds you require (if still available) for payment or first deposit within thirty days.

Yours very truly,

HS.
Clients' Service Dept.

The STRAUS BROTHERS Company.

THE STRAUS BROTHERS COMPANY

FIRST MORTGAGE BONDS
10 SOUTH LA SALLE STREET
CHICAGO

Limited number of Hotel Hotel Bonds
available -- Order Now!

Following our recent letter describing the above new issue of First Mortgage Bonds yielding 6%, we now write to tell you that, owing to the popularity of this offering, only a few bonds remain available in all denominations in the first mortgage.

Let us quote Al Green - real estate editor of the Chicago Tribune regarding the district in which the Hotel Hotel is located:-

"That metropolitan area has the following imposing array of attractions and advantages in one section? A magnificent lake shore boulevard; what eventually will be one of the most attractive university campuses in the world; a great municipal park; half a mile of river frontage; one of the greatest shopping boulevards in the world; a group of magnificent hotels and tall apartment buildings - and the world's most beautiful office building.

"It has the world's largest building; a rapidly growing list of metropolitan clubs; a fast developing art center; parks, churches, schools and countless other city advantages.

"No other district in the world has the tremendous future that Upper Michigan Avenue between the river and Lake Shore Drive possesses. Yet this development has only started. This North Central district is bound to become the world's most attractive business and residential center."

The recognized excellence of this location in one of the reasons why these bonds have been subscribed for so rapidly. In the future, some of the income is paid to the owner of the property, a better investment, in our opinion, could not be obtained in any present market.

Do not delay writing your application now. We will gladly hold the bonds for you until the final settlement for payment of first deposits within thirty days.

Yours very truly,

The Straus Brothers Company

Chicago, Illinois

#1

SUN OIL COMPANY



Sunoco
THE DISTILLED OIL

J. HOWARD PEW
PRESIDENT
J. N. PEW, JR.
VICE PRESIDENT

PHILADELPHIA

December 16th, 1926.

Southern Methodist University,
Dallas, Texas.

Attention Miss. Marion G. Fottler.

Dear Madam:-

We are pleased to assist you in preparing your graduate thesis on the subject, "The Language of the Business Letter", and we are enclosing sample copies of some of our circular letters, as well as some bulletins to our salesmen and representatives.

We believe some of these letters will be of considerable help to you in the preparation of part of your thesis.

Yours very truly,
SUN OIL COMPANY.

E. M. Dugan
Advertising Department

EMcD:ABL .

Enclosure.

SUN OIL COMPANY



SUNOCO
THE DISTILLED OIL

PHILADELPHIA

December 16th, 1926.

Southern Methodist University,
Dallas, Texas.

Attention Miss. Marion C. Feltner.

Dear Madam:-

We are pleased to assist you in preparing your
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Business Letter", and we are enclosing sample copies
of some of our circular letters, as well as some bulletins
to our salesmen and representatives.
We believe some of these letters will be of con-
siderable help to you in the preparation of part of your
thesis.

Yours very truly,
SUN OIL COMPANY.

Wm. H. Feltner
Asst. Secy. & Treas.

WHD:ARL

Enclosure.

TELETONE CORPORATION OF AMERICA

449-453 WEST 42ND STREET - NEW YORK CITY

10 HIGH STREET, BOSTON, MASS.

Dear Sir:

How do you find out about the quality of a new cigar or collar or vacuum tube? Try it - of course. You gamble a bit of silver for a bit of knowledge.

Without any gamble - try Teletone. We are sure of the result, sure of your approval, sure of future orders - because we are sure of Teletone. We are sure you will sell it, because others are doing it. We are sure your profits will increase in gratifying volume.

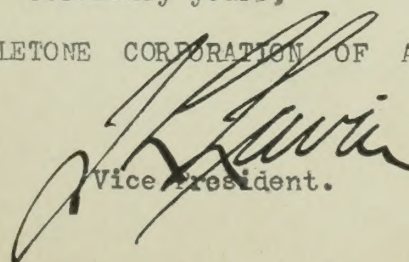
For Teletone is an astonishing radiospeaker. It is, in principle, a reproduction of the human throat -- as flexible, as responsive, as natural a tonemaker. It is the violin of speakers. It brings the artist into a room - and elbow-close to the listener.

Prove this. Challenge us. Try Teletone. The thousands of broadcast listeners who are dissatisfied with their distorting, scraping, gargling, rasping speakers will scrap them to buy Teletone - when they hear it.

Do this -- write "O.K." with your name and address on this letter and mail it to us. Our nearest distributor will quickly bring you both models for trial. He will demonstrate new-day reproduction on these Teletones for you. If they don't convince you that they mean profits ahead, good profits -- we resign. Fair, say you? Without doubt. Why hold off?

Cordially yours,

TELETONE CORPORATION OF AMERICA.


Vice President.

by 12/15/15
in. 15.

#9 ✓

United States Rubber Company

590 E. LOUISIANA ST.
INDIANAPOLIS, IND.

EVERYTHING
IN
RUBBER



PHONE
DREXEL 2141

Dear Sir:

Never before has any tire company offered to its dealers so many outstanding advantages in the way of new sales helps and merchandise as does the United States Rubber Company for the year 1926. Among these advantages we proudly point out the following attractions which have recently been added to the already valuable franchise:

1. A more liberal discount for volume plan.
2. An even greater advertising schedule.
3. Unusually prompt service.
4. The Usco Tube--a quality tube at a competitive price.
5. The Usco Balloon--a truly sensational tire.
6. A Balloon Tire Patch that is revolutionizing the repair problem.
7. An unusually good cold patch outfit.
8. The new Motorcoach Tire.
9. A new and improved Heavy Service Pneumatic Truck Tire.

The U.S. salesman will be glad to explain all these things in detail, as well as the numerous other reasons why you will profit most as a United States Sales and Service Dealer.

Very truly yours,

B. K. Moffitt

SALES DEPARTMENT.

United States Rubber Company

INDIANAPOLIS, IND.



Dear Sir:

Never before has any tire company offered to its dealers so many outstanding advantages in the way of new sales helps and merchandise as does the United States Rubber Company for the year 1936. Among these advantages we proudly point out the following suggestions which have recently been added to the already valuable franchise:

1. A more liberal discount for volume plan.
 2. An even greater advertising schedule.
 3. Unusually prompt service.
 4. The U.S. Tube—a quality tube at a competitive price.
 5. The U.S. Balloon—a truly sensational tire.
 6. A Balloon Tire Patch that is revolutionizing the repair problem.
 7. An unusually good cold patch outfit.
 8. The new Motorcoach Tire.
 9. A new and improved Heavy Service Pneumatic Truck Tire.
- The U.S. salesman will be glad to explain all these things in detail, as well as the numerous other reasons why you will profit most as a United States Sales and Service Dealer.

Very truly yours,

W. K. McPherson

SALES DEPARTMENT

United States Rubber Company

590 E. LOUISIANA ST.
INDIANAPOLIS, IND.

EVERYTHING
IN
RUBBER



PHONE
DREXEL 2141

August 6, 1926

Dear Customer:

Remember when you were a kid and it came this time of the year? Wasn't it hot out hoeing in the garden? And wasn't there a real kick in it when the job was done and you could jump on the old bike and beat it for the old swimmin' hole?

It is just as hot now as it was then and there are a lot of kids just as anxious to hop on their bikes and beat it for the swimming hole.

But a lot of these kids are going to need tires very shortly. Soon they will be around to you to invest their savings. Some will have their minds made up on a bicycle tire of a certain color. To others a tread design will appeal. And to still others, prices will be the thing that counts.

Whatever the specification, you will have no difficulty satisfying each and every one of them from a stock of "U.S." Bicycle Tires.

As you will see from the enclosed catalog, the U.S. Line gives you a complete range of colors, treads and prices from which your customers may make selection.

And when you reflect that the name U.S. is generally accepted as THE standard of quality, whether it is on an automobile tire or a bicycle tire, you are assured of a quick turnover at a handsome profit.

When you fill out the order form on the back of this page, tell us the number of folders and blotters you can use.

Very truly yours,

B. J. Moffitt

SALES DEPARTMENT.

United States Rubber Company



ORDER BLANK

August 8, 1928

U. S. BICYCLE TIRES

Enter Order Here	Type	Size	This is what they cost you Per Pair	This is the suggested selling price Per Pair
-----prs.	Nonpareil Thornproof	28"	\$ 3.15	\$ 4.75
-----"	Giant Chain	28"	3.65	5.50
-----"	"	26"	3.50	5.25
-----"	Juvenile	26"	3.00	4.75
-----"	"	24"	2.90	4.50
-----"	"	20"	2.75	4.50
-----"	Traxion Tread Cord	23"	4.50	6.75
-----"	Heavy Service	23"	4.50	6.75
-----"	Cord Road Racer	28"	4.00	6.00

NOTE:- a special allowance of 15¢ per pair from the above mentioned DEALERS' Prices will be made on orders for delivery in lots of not less than twenty-five (25) pairs. All prices are subject to change without notice.

NAME _____

STREET _____

CITY _____

How many blotters can you use imprinted with your name and address?-----

How many pamphlets?-----

SALES DEPARTMENT



UNDERWOOD SCHOOL SERVICE

To Teachers of Typewriting:

There are many times when extra typewriters are needed temporarily in the school room or by the students at home. This is especially true at the start of the school year.

Perhaps the size of your typewriting class is larger than expected, but you think some of the students will drop out in a month or so and the purchase of new machines is not warranted.

Perhaps some of your students are anxious to increase their speed and accuracy by home practice.

In either case, Underwood Rental Typewriters will solve your problem.

To cooperate with teachers in encouraging home practice, the following Special Rates have been made for students:

\$3.00 for 1 month
\$10.00 for 4 months

The same low rate is granted schools for classroom work.

The enclosed card will bring you the rental blanks necessary for your requirements.

Very truly yours,

Manager, School Department



ANDERWOOD SCHOOL SERVICE

7. Location of typewriter

There are many times when extra typewriters are needed temporarily in the school room or by the staff at home. This is especially true at the time of the school year.

However the size of your typewriting class is larger than expected, but you find none of the size you will find in a month or so and the number of new machines is not increasing.

Perhaps some of your students are interested in typewriting and would like to be typewriters.

In either case, Anderson School Typewriter will solve your problem.

To complete this service is necessary for the school to have a typewriter for the school.

\$4.00 for 1 month
\$10.00 for 6 months

The school has a typewriter which is for the school.

The school will also have a typewriter for the school.

Very truly yours,

[Signature]

Anderson School Typewriter

Universal Pictures No. 5.

June 18, 1926

Our Letter #-----.

Dear Mr.-----.

It wasn't every night that so many things happened to her. Ordinarily she led a quiet, staid existence as a sales lady at the corset counter. On this particular night she lived a life time. So they called it her "big" night. "HER BIG NIGHT" in fact.

It's the story of a double that got into trouble.

She wasn't used to show people. So she believed them when they told her all she had to do was don some beautiful clothes, appear before the audience, throw a handful of kisses, make a few curtsies in substitution for the great movie star - and receive ONE THOUSAND DOLLARS! It sounded easy.

And how she and her sweetie needed that thousand to tie the knot!

But everybody overlooked the persistency of a shrewd reporter who suspected a good story - and the star's husband - and the girl's sweetheart - and the star's lover - and the star's lover's wife - and the reporter's assistant - and, oh yes, of course, to be sure, the STAR HERSELF.

All of whom had ideas of their own about good looking young ladies who start out to get famous over night.

Laura La Plante plays the star and the girl. In the dual role she has millions of possibilities. She accepts them all. She is again - SUPERB.- You knew she would be. She always is.

HER BIG NIGHT is a BIG picture - GOOD FOR MANY BIG NIGHTS AT THE BOX OFFICE. AND SO IT SHOULD BE SOLD.

Sincerely yours,

EXPORT MANAGER

Name-----
Address-----.

THE FIRST PART OF THE
STORY IS A
DESCRIPTION OF THE
COUNTRY AND THE
PEOPLE WHO LIVE IN IT.

THE SECOND PART OF THE
STORY IS A
DESCRIPTION OF THE
COUNTRY AND THE
PEOPLE WHO LIVE IN IT.

THE THIRD PART OF THE
STORY IS A
DESCRIPTION OF THE
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THE FOURTH PART OF THE
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PEOPLE WHO LIVE IN IT.

THE TWELFTH PART OF THE
STORY IS A
DESCRIPTION OF THE
COUNTRY AND THE
PEOPLE WHO LIVE IN IT.

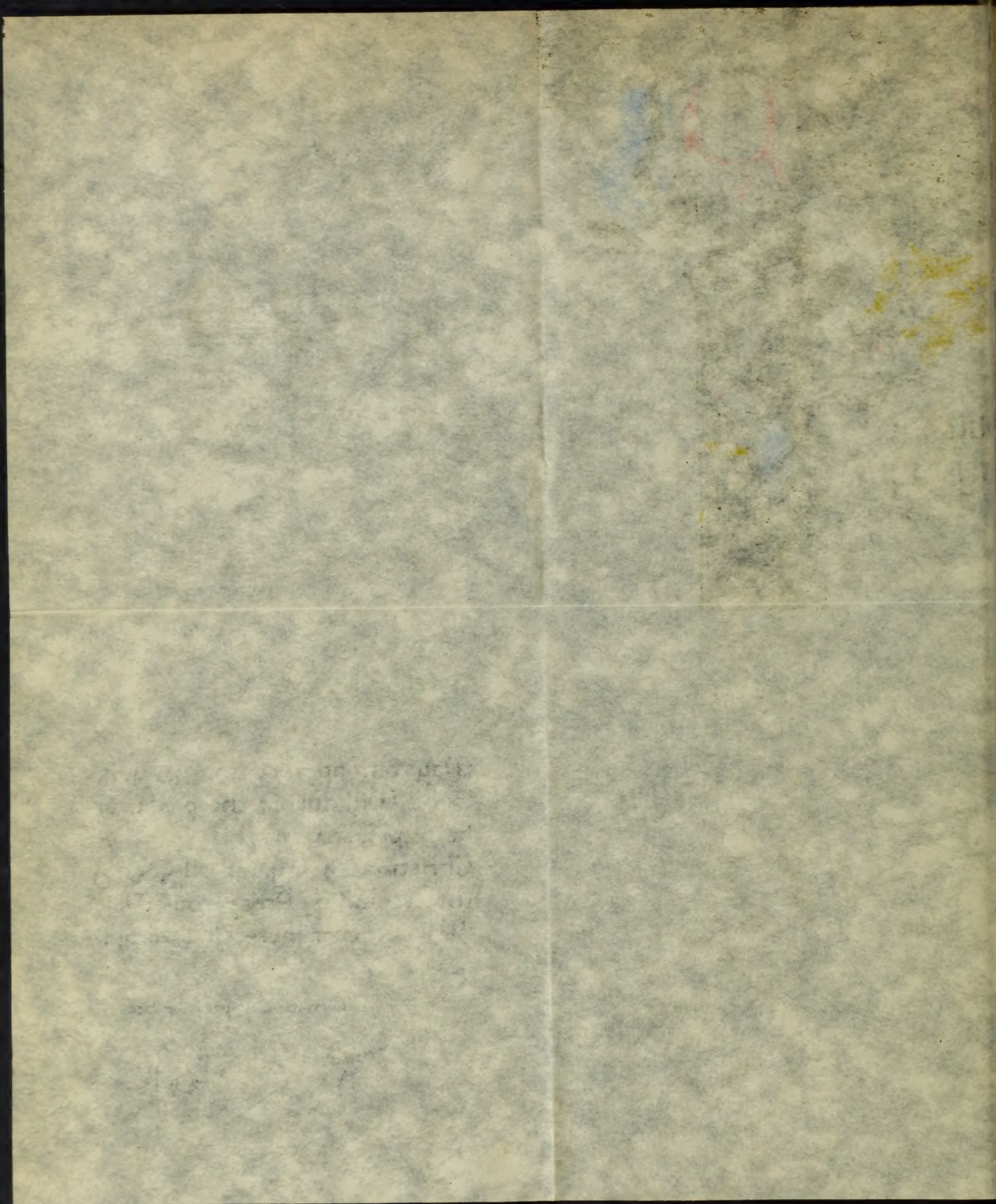


PAT. 2-8-28

May our appreciation of your Good Will during the past year be expressed in this wish; A Christmas of Joy and all goodly things, and a Prosperous New Year of ever-increasing happiness.

The University Co-operative Store

R. L. Teal



WHITTLE MUSIC CO.

MANUFACTURERS, IMPORTERS, RETAIL DEALERS IN

EVERYTHING MUSICAL

1213 ELM STREET

DALLAS

Mason & Hamlin
PIANOS—AMPICOS

J. G. CONN AND ZENITH
BAND INSTRUMENTS

WURLITZER
AUTOMATIC PIANOS

VICTROLAS
RECORDS—SHEET MUSIC

Oct. 13, 1926.

Mr. Weldon Gibson,
330 Adkins Hall,
Southern Methodist University,
City.

Dear Mr. Gibson:

We have just received a letter from your father stating that we may let you have the Saxophone that you desire. Therefore, if you will call to our store we will be very glad to make this trade with you and to deliver the new Baritone wanted.

Hoping that you will call at once and with our best wishes, we beg to remain

Yours very truly,

D. L. WHITTLE MUSIC CO.,

AMB/L

By

A. M. Belcher

J. P. Gibson

Oct. 12, 1930.

Southern Methodist University,
City.

Dear Mr. Gibson:

We have just received a letter from your
father stating that he has the telephone
that you desire. Therefore, if you will call on our
store we will be very glad to show this phone with you
and to deliver the new Hartstone wanted.
- Hoping that you will call at once and with
our best wishes, we beg to remain

Yours very truly,

H. B. Smith, Manager

AMV



WESSLING SERVICES

LYTTON, IOWA

December 3, 1926

D. R. WESSLING, PRESIDENT
A. R. WOLF, VICE PRESIDENT

Marion G. Fottler, Head Dept. Secretarial Training,
Southern Methodist University,
Dallas Texas.

Dear Mr. Fottler:

I appreciate your letter of November 29th.

On account of our work being more of an individual personal nature with the banks that we serve it would be very hard to send out our material.

In fact we are holding our relationship exclusively with the banks that we serve.

Very cordially yours,

DRW-IG

President.

// *Planners and Creators of Original Bank Services* //



WESTLING SERVICES

LYTTON, IOWA

December 3, 1932

Mr. J. H. ...
Lytton, Iowa

Dear Mr. ...:

I am writing you today...

I am writing you today...

I am writing you today...

I am writing you today...

I am writing you today...

I am writing you today...

Planners and Creators of Original Bank Services

<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th colspan="2">CLASS OF SERVICE DESIRED</th> </tr> <tr> <td>Telegram</td> <td style="text-align: center;"><input checked="" type="checkbox"/></td> </tr> <tr> <td>Day Letter</td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>Night Message</td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>Night Letter</td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> </table> <p style="font-size: small;">Patrons should mark an X opposite the class of service desired. OTHERWISE THE MESSAGE WILL BE TRANSMITTED AS A FULL RATE TELEGRAM.</p>	CLASS OF SERVICE DESIRED		Telegram	<input checked="" type="checkbox"/>	Day Letter	<input type="checkbox"/>	Night Message	<input type="checkbox"/>	Night Letter	<input type="checkbox"/>	<h1 style="margin: 0;">WESTERN UNION</h1> <h1 style="margin: 0;">TELEGRAM</h1> <p style="font-size: x-small; margin: 0;">NEWCOMB CARLTON, PRESIDENT GEORGE W. E. ATRINE, FIRST VICE-PRESIDENT</p>	<p style="font-size: x-small; margin: 0;">Form 1208</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="height: 20px;">Receiver's No.</td> </tr> <tr> <td style="height: 20px;">Time Filed</td> </tr> <tr> <td style="height: 20px;">Check</td> </tr> </table>	Receiver's No.	Time Filed	Check
CLASS OF SERVICE DESIRED															
Telegram	<input checked="" type="checkbox"/>														
Day Letter	<input type="checkbox"/>														
Night Message	<input type="checkbox"/>														
Night Letter	<input type="checkbox"/>														
Receiver's No.															
Time Filed															
Check															

Send the following message, subject to the terms on back hereof, which are hereby agreed to

New York, May 10, 19--

John Brown & Co.,

792 Main St., Springfield, Ill.

Fifty five boxes shipped on eighth. Balance will follow tomorrow.

E. S. Morris & Co.

Charge.

✓ Attention is drawn to the fact that unless so requested and paid for, punctuation marks are not transmitted. It is, therefore, important that messages should be so phrased that their exact meaning is not dependent on punctuation marks. 7

Helpful Hints in the Preparation of Telegrams and Cablegrams. The Western Union Telegraph Co.

Southern Methodist University
Dallas, Texas

Helpful hints in the preparation of letters
and memoranda. The New York Union Telegraph Co.

A REFLECTION OF GOOD TASTE

As a woman of discrimination you choose your curtain material, your wall-paper and rugs, with a view to their appearance under artificial light. These are the conditions under which you know they will receive critical inspection. Your dresses for evening wear undergo the same exacting test.

It is in the nice selection of proper lamps to reflect the true beauty of your home, your taste in dress, and your own personality, that you meet a problem.

Westinghouse Mazda Lamps by their great variety in style, their every degree of lighting intensity, offer an easy solution of this problem. May we serve you? We are lighting experts.

Yours for distinctive lighting,

P. S. We are as handy to you as your 'phone.

Westinghouse **MAZDA** LAMPS



A REFLECTION OF GOOD TASTE

As a woman of discrimination you choose your certain material, your well-tailored and well-fitted with a view to their appearance under artificial light. These are the conditions under which you know they will receive critical inspection. Your dresses for evening wear undergo the same exacting test.

It is in the nice reflection of proper lamps to reflect the true beauty of your home, your taste in dress, and your own personality, that you meet a problem.

Westinghouse Mazda Lamps by their great variety in style, their every degree of lighting intensity, offer an easy solution of this problem. We serve you! We are lighting experts.

Yours for distinctive lighting.

RECEIVED
NOV 9 1922
DEPT. OF
PUBLICITY

P. S. We are as handy to you as your phone.

14

Letter No. 3

Westinghouse



LIGHT
AND
POWER
PLANT



Anderson Electric Co.

1100 CHESTNUT STREET
SANDUSKY, O.

TELEPHONE - MAIN 135

Easy to Operate

August 4, 1922.

Mr. Thomas L. Jones,

Sandusky, Ohio.

Dear Sir:

You'll wonder how in the world you ever got along without running water--once your Westinghouse Light and Power Plant is hitched up to an electric pump.

That's what folks tell us.

They say they had rather got used to the old "pump and carry" system and didn't realize how much work, loss of time and inconvenience it involved.

But when the Westinghouse unit automatically pumped their water for them and they had nothing to do but turn the faucet to get running water fresh from the well--

They were mighty glad the old order was changed.

They put in a modern bathroom.

Dad watered the horses every time he passed the trough the first day--just to assure himself that the water came without his pumping.

Mother found dish-washing and washing clothes comparatively easy when there was no more water to carry.

The whole family voted life more worth living.

Won't you fill out the enclosed card and drop it in the box for us? We'd like you to see this Westinghouse plant and a demonstration will not put you under any obligation at all.

Yours very truly,

Anderson Electric Company.

Anderson Electric Co.

100 CHURCH STREET
ANDERSON, IOWA

Westinghouse

LIGHT
AND
POWER
PLANT



Easy to Operate

August 4, 1922.

Mr. Thomas L. Jones,

Sandusky, Ohio.

Dear Sir:

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Mother found dish-washing and washing clothes comparatively easy when there was no more water to carry.

The whole family voted life more worth living.

Want you fill out the enclosed card and drop it in the box for us? We'd like you to see this Westinghouse plant and a demonstration will not put you under any obligation at all.

Yours very truly,

Anderson Electric Company.

Benjamin Williams Company

Benjamin D. Williams, President
J. Frank Williams, Secretary
John Pearson, Treasurer



375 West Thirty-Third Street
New York City

Mr. Sam H. Simpson,
College Lane,
Williamsburg, Va.

Dear Sir:

A round-shouldered feeling under the weight
of a winter overcoat---

---Auguries of Spring.

A reticence over exposing the winter suit on
a sunny afternoon---

---Auguries of Spring.

If you have experienced any of these infallible
signs of spring, visit our store.

Here, the New season shines---

Shines in topcoat,
Shines in hat,
Shines in suit,
Shirt and cravat.

You will find only the best of goods here, but
you will also find heartiness, good will and cheer,
friendship, appreciation and warmth.

If you want the best spring outfit from top-
coat to undershirt and want the kind of whole hearted
service that will leave a glow under the shirt long
afterward---

Pull our latchstring
---and walk right in.

Yours for a brighter springtime,

B. D. Williams & Co.

MEMORANDUM

TO : Mr. [Name] FROM : Mr. [Name] DATE : [Date]

SUBJECT : [Subject]

1. [Text]

2. [Text]

3. [Text]

4. [Text]

5. [Text]

6. [Text]

7. [Text]

THE SALESMAN IN THE ENVELOPE

To the customers that ARE, and the customers that SHOULD BE, goes the salesman in the envelope -- the direct mail letter. A well-written letter -- natural, clear, cheerful, and timely -- can:

Hold customers
Get new business
Decrease your selling cost
Increase advertising returns
Make friends for your store.

In planning direct mail advertising there can be no better guide than those oft-quoted lines of Kipling's:

"I have six honest serving men
They taught me all I knew.
Their names are How and Which and When
And Why and What and Who."

HOW to do direct mail advertising on Armstrong's Linoleum, WHICH letters to send, WHEN to send them, WHY they should be mailed, WHAT they are to be about, and WHO is to receive them -- that's what you will find in this little book.

How to Do It

Straight to prospective purchasers of linoleum goes your direct mail advertising, if it is properly planned. So the first step is to have an accurate mailing list, a list made up perhaps of prospects secured through any of the following sources:

Building permits (Names of new home builders
and people who are remodeling their houses)
Arrangements with moving companies for names
of movers and newcomers to town
Arrangements with ice and bread men for reports
of kitchens that need linoleum
City tax lists
Classified sections in telephone directories
Marriage license lists
Sales slips and charge accounts
Inquiries referred to you by manufacturers

The names will have to be classified, of course -- the new home builder and the woman whose kitchen needs new linoleum should not get the same letters.

Then, when you are sure that there is a definite reason for every name on your mailing list, that it is not merely a hodge-podge of unprofitable names taken at random from the directory, you will have to find a way to keep the list up to date. It cannot be checked too frequently -- and it should be thoroughly "house-cleaned" at least every three months.

The list should be kept in a card file, using standard 3" x 5" cards, or one of the larger sizes. Letters to this list may be addressed on the typewriter, or by hand. When your list runs to a thousand or more names, and frequent mailings are planned, it is economical to purchase an addressing machine.

The "Addressor Press," made by the Elliott Addressing Machine Company, 143 Albany Street, Cambridge, Mass., is one of the least expensive of these machines. The "Addressor Press" method provides cards of fiber with a gelatine paper center. These cards can be stenciled on an ordinary typewriter by typists of average ability, at a cost of approximately \$1.50 a hundred. The stencils, when not in use, are filed in the same manner as index file cards. The stencils may be notched or marked in some other way to indicate classifications, if desired.

The Addressograph, marketed by the Addressograph Company, 901 Van Buren Street, Chicago, Ill., is more elaborate equipment, and permits a more varied usage than the stencil type. It can be used not only for addressing envelopes, cards, labels, etc., but also for filling in names and addresses in multigraphed form letters, and for "heading in" monthly statements.

Both of these manufacturers will gladly give you detailed information covering costs and the many uses to which their equipment can be applied in the retail store.

Whenever a piece of first-class mail is returned unclaimed, be sure to remove the name from your mailing list. Third-class mail will also be returned to you if you will print "Return Postage Guaranteed" immediately under your return address.

"HOW and WHICH and WHEN and WHY and WHAT and WHO"

Consult the linoleum letter mailing chart on page four. It tells the prospects to whom it pays to mail letters about linoleum, the various sources from which names may be obtained, the best time of year to mail letters, and what the letters should be about.

Then, when you are sure that there is a definite reason for every name on your mailing list, that it is not merely a hodge-podge of unprofitable names taken at random from the directory, you will have to find a way to keep the list up to date. It cannot be checked too frequently -- and it should be thoroughly "house-cleaned" at least every three months.

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The "Addressor Press," made by the Elliott Addressing Machine Company, 145 Albany Street, Cambridge, Mass., is one of the least expensive of these machines. The "Addressor Press" method provides cards of fiber with a pre-printed paper center. These cards can be punched on an ordinary typewriter by typists of average ability, at a cost of approximately \$1.50 a hundred. The cards, when not in use, are filed in the same manner as index file cards. The cards may be notched or marked in some other way to indicate classifications, if desired.

The Addressograph, marketed by the Addressograph Company, 61 Van Buren Street, Chicago, Ill., is more elaborate equipment, and permits a more varied usage than the standard type. It can be used not only for addressing envelopes, cards, labels, etc., but also for filling in names and addresses in multipaged form letters, and for "padding in" monthly statements.

Both of these manufacturers will gladly give you detailed information covering costs and the many uses to which their equipment can be applied in the retail store.

Whenever a piece of first-class mail is returned undelivered, be sure to remove the name from your mailing list. Third-class mail will also be returned to you if you will print "Return Postage Guaranteed" immediately under your return address.

"HOW and WHICH and WHEN and WHY and WHAT and WHO"

Generally the following letter mailing chart on page four, it tells the prospect to whom it pays to mail letters about time, how, the various sources from which names may be obtained, the best time of year to mail letters, and what the letters should be about.

If the suggested letters shown in this book do not seem to serve your purpose, the Armstrong Advertising Department will be glad to prepare special letters along any lines you may have in mind.

ARMSTRONG CORK COMPANY
Linoleum Division

1. New House
Builders

How to Get Their Names - Building permits, newspaper.
When to Write - When they are building.
What to Write About - Permanent Linoleum Floors.
Page - 6-10

2. New Business

How to Get Their Names - Building permits.
When to Write - When they are building.
What to Write About - Business Floors.
Page - 11-14

3. New Building
Tenants

How to Get Their Names - Building permits.
When to Write - When they move in.
What to Write About - Business and Office Floors.
Page - 15

4. Farmers

How to Get Their Names - Tax lists, Post-Office, County Agents, Telephone lists, Chamber of Commerce lists.
When to Write - In the fall when crops are harvested.
What to Write About - Linoleum Floors.
Page - 16-17

5. Doctors and
Dentists

How to Get Their Names - Directories, Yellow books, Club membership lists, Classified Telephone lists.
When to Write - During or fall quiet season.
What to Write About - Sanitized, sanitary floors.
Page - 18-21

6. Restaurant
Owners

How to Get Their Names - Directories and Classified Telephone lists.
When to Write - During and between.
What to Write About - Sanitized Linoleum Floors.
Page - 22

If the suggested letters shown in this book do not seem to serve your purpose, the Armstrong Advertising Department will be glad to prepare special letters along any lines you may have in mind.

ARMSTRONG CORP COMPANY
Lincoln Division

A LINOLEUM LETTER CHART

WHOM TO WRITE

1. Home Owners
How to Get Their Names - Charge Account Lists, Telephone Book, City Tax Lists.
When to Write - Spring Housecleaning. Just before "Linoleum Week."
What to Write About - New Linoleum Floors.
Page - 6-10
2. New Home Builders
How to Get Their Names - Building permits, newspapers.
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8. Store Owners

When to Write - Early Fall.
What to Write About - Durable, comfortable floors.
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How to Get Their Names - Real Estate Transfers, Moving Van Owners.

9. Movers

When to Write - When they move.
What to Write About - Your store and stocks.
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10. Engaged and Newly Married Women

How to Get Their Names - Marriage Licenses, newspapers.

When to Write - As you get their names.
What to Write About - Your store and home-furnishings.
Page - 25

11. Architects and Contractors

How to Get Their Names - Directories and Classified Telephone Lists.

When to Write - Frequently -- When you learn they have a new job.
What to Write About - Your Lincoln Laying Service and how patterns in stock.
Page - 26-27

12. Lincoln Customers

How to Get Their Names - Sales Slips, Delivery Records.

When to Write - When Lincoln is laid.
What to Write About - How to Care for Lincoln.
Page - 28

13. Lincoln Prospects

How to Get Their Names - Industries related by manufacturers, industry.

When to Write - As you get their names.
What to Write About - Lincoln patterns and quality and your laying service.
Page - 29-30

MANUAL FOR STENOGRAPHERS AND PHONOGRAPH OPERATORS




GENERAL ELECTRIC COMPANY
SCHENECTADY, NEW YORK

MANUAL FOR INTRODUCTION

General Electric letters should worthily represent the character and standing of the company in the business world.

Poorly written or slovenly letters, i.e., those which contain grammatical errors, erasures, strike-overs, uneven margins, misspelled words, etc., will create an unfavorable impression.

As an aid to effective letter writing the Advisory Committee has given its approval to the rules contained in the following pages. The mechanical construction of all  letters, both internal and external, will hereafter be in accordance with these rules.

Suggestions or helpful criticisms, as well as any other correspondence on the subject, will be welcome and should be addressed to J. F. Quinlan, Publicity Department, Schenectady, N. Y.

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INTERNAL LETTERS

1. MARGINS

The body of a letter should be centered, if possible, on the sheet.

Both right and left margins may vary, depending upon the length of the letter. Not less than one inch (10 spaces) or more than one and one half inches (15 spaces) should be allowed.

When quoting telegrams or portions of another letter which are longer than a single line of typewriting, an additional five-space margin (both left and right) and a double space above and below the quotation should be allowed.

The beginning of a paragraph should be indented five spaces from the margin.

Right hand margins should be made as uniform as possible. (See page 18, paragraph 43.)

2. PLACE AND DATE

Both place and date should be written on one line.

The state should be omitted from the date line, on letters written at the General Office, factories, and sales offices.

EXCEPTION: The state should not be omitted on letters written at offices located in cities the names of which are duplicated in other states.

Examples:

Wrong: Schenectady, N. Y.
May 16, 1923.

Right: Schenectady, May 16, 1923.

3. NAME AND ADDRESS

The name of the individual should appear on the first line, the department on the second, the location on the third, all even with the left hand margin.

Example: Mr. J. J. Doe,
Blank Department,
Pittsfield

4. SALUTATION

No salutation should be used except on letters of a personal nature.

5. SPACING

Short letters should be double spaced, long ones single spaced. If single spacing is used, a double space should be allowed between paragraphs. Two letter spaces should be allowed between sentences.

6. COMPLIMENTARY CLOSE

No complimentary close should be used except on letters of a personal nature.

INTERNAL LETTERS (continued)

7. SIGNATURE

Between the last line of the body of the letter and the name of the department, at least two double spaces should be allowed for the signature.

The name of the department should begin at 40.

It is not necessary to give the name of the department on intra-office memoranda.

The writer's name should be typed, in capital letters or impressed with rubber stamp, on all carbon copies for distribution outside of the department.

8. INITIALS AND NAME OF DICTATOR AND TRANSCRIBER

The initials and name of the dictator should be written at the left margin, a single space below the name of the department, and should be followed by a colon and the initials of the transcriber. No periods should be used after any of the initials.

Example:

JJDoe:RT

BLANK DEPARTMENT.

9. ENCLOSURES

If an enclosure is to accompany a letter, the abbreviation "Enc." should be added a double space below the dictator's name. If there are several enclosures, the number should be given.

Example:

JJDoe:RT

Enc. 3

10. SUBJECT AND REFERENCE INFORMATION

The standard internal letterhead is provided with a heading for reference information, and this information should be given in every case.

Opposite "Subject," the name of the customer or the general subject should be given.

Opposite "Location," the address of the customer should be given.

Opposite "Referring to," the words "Your letter (or telegram) of _____" should be given if the letter is an answer to another. In addition, the number of the requisition, contract, complaint, claim, proposition, or other file reference should be shown.

The left margins should be even.

Example:

Subject: GREENFIELD TRACTION COMPANY

Location: Greenfield, Ohio

Referring to: Your letter dated January 16th, Req. Cin-29745

11. SECOND SHEETS

If a letter consists of two or more sheets, the heading at the top of the second and succeeding sheets should be written as follows:

J. J. Doe

Jan. 1/23

2

A three line space should be allowed between this heading and the first line of the body of the letter.

INTERNAL LETTERS (continued)

12. MARKING COPIES

The initials, name and address (city only) of individuals to whom carbon copies are to be sent should be written below the initials and name of the dictator at the left margin. Alphabetical arrangement of names is preferable.

Example:

JJDoe:RT

ABCoe, Boston

RRRoe, Pittsfield

The name of the individual to whom a given copy is to be sent should be indicated by a check mark, and should also be typed at the top of the carbon copy.

13. ENVELOPES

Standard envelopes for practically all offices of the Company are regularly carried in stock. [See page 21, paragraph 52 (c).]

14. REGISTERED AND SPECIAL DELIVERY LETTERS

The same as for external letters. (See page 9, paragraph 28.)

INTERNAL LETTERS (continued)

13. MARKING COPIES

The initials, name and address (city only) of individuals to whom carbon copies are to be sent should be written below the initials and name of the dictator at the left margin. Alphabetical arrangement of names is preferable.

1300e:RT

REGISTERED MAIL AND POSTAGE TO REMIT AND SAVING

ABOVE, Registered Mail and Postage to Remit and Saving. The name of the individual to whom a given copy is to be sent should be indicated by a check mark, and should also be typed at the top of the carbon copy.

14. ENVELOPES

Standard envelopes for practically all offices of the Company are regularly carried in stock. (See page 11, paragraph 38.)

15. REGISTERED AND SPECIAL DELIVERY LETTERS

The same as for external letters. (See page 9, paragraph 38.)

NOTES ON THE COMPANY'S POLICY

The Company's policy is to maintain a high standard of efficiency in all its departments. This is achieved by the use of the most modern methods of organization and management. The Company's policy is to maintain a high standard of efficiency in all its departments. This is achieved by the use of the most modern methods of organization and management.

INTERNAL MAILING COMPANY

1000 10th Street, N.W.

WASHINGTON, D.C. 20004

STANDARD FORMS

The Company's policy is to maintain a high standard of efficiency in all its departments. This is achieved by the use of the most modern methods of organization and management.

1000 10th Street, N.W.

WASHINGTON, D.C. 20004



Subject: GREENFIELD TRACTION COMPANY
Location: Greenfield, Ohio
Referring to: Your letter dated December 28th, Req. Cin-29745

Schenectady, Jan. 1, 1923.

Mr. J. J. Doe,
Blank Department,
Erie Works.

This is the form to be followed when writing short internal letters. The half size letterhead will be used for short letters when possible.

Paragraphs will be indented five spaces and the letter centered on the page. The place and date should start at 45. The style of signature is left to the discretion of department managers, but the forms shown below and on page 5 are preferable.

The initials and name of the dictator will be written a single space below the name of the department or signature.

(Written Signature)

BLANK DEPARTMENT.

ABWhite:RT

WWJones, San Francisco
ABSMITH, Pittsfield



Mr. J. J. Doe

Jan. 1/23

2

place of business will be shown in the following form:

When sent from works

Philadelphia Works, Jan. 1, 1923.

When sent from sales offices

Philadelphia Office, Jan. 1, 1923.

When sent from warehouses

Philadelphia Warehouse, Jan. 1, 1923.

When sent from service shops

Philadelphia Service Shop, Jan. 1, 1923.

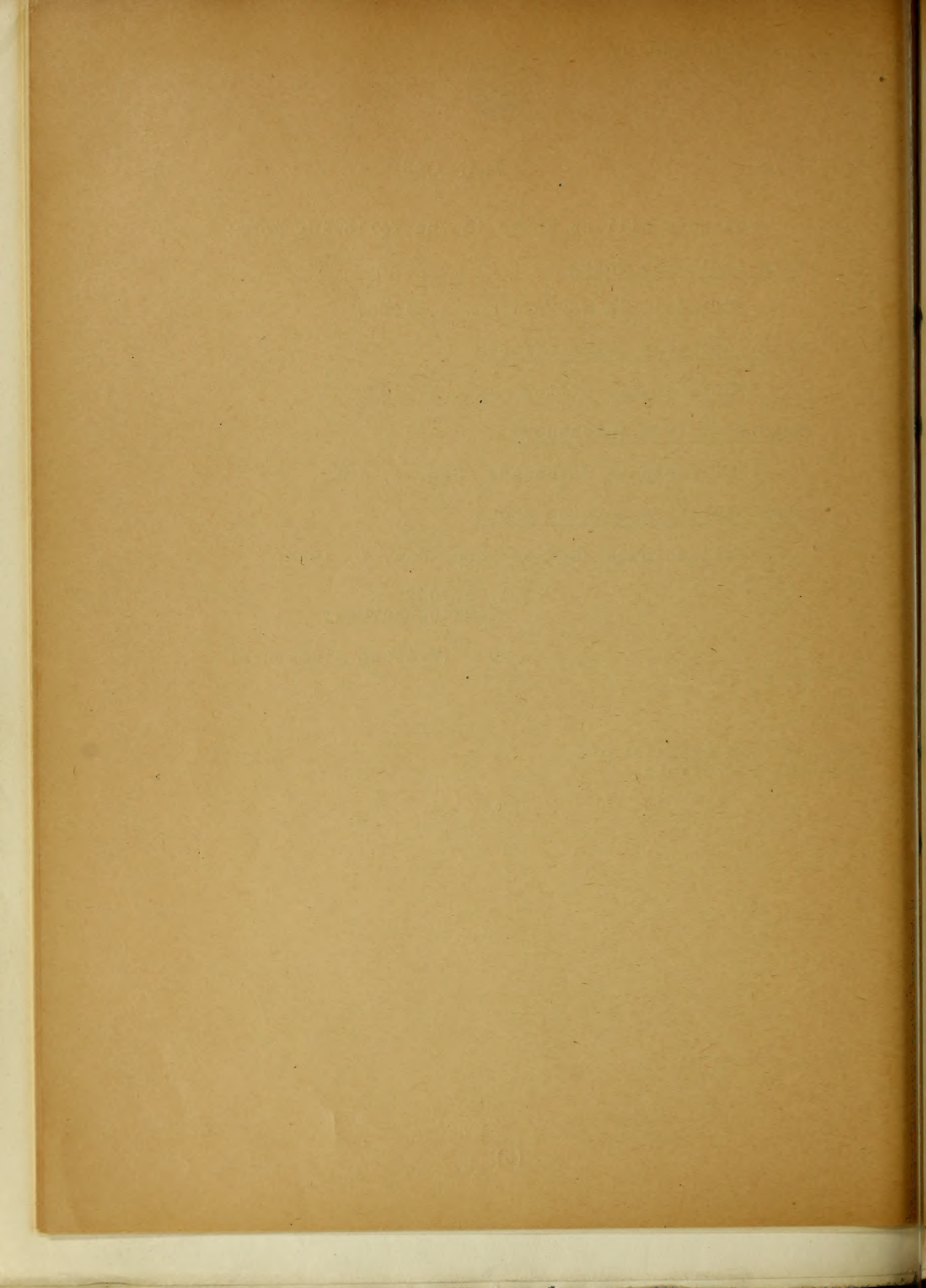
A. B. COE,
BLANK DEPARTMENT

By (Written Signature)

RRJones:JT

Enc. 1

WWGross, San Francisco
ABSmith, Pittsfield



EXTERNAL LETTERS

15. MARGINS

The same as for internal letters. (See page 1, paragraph 1.)

16. PLACE AND DATE

The same as for internal letters (see page 1, paragraph 2), except that the place should not be typed on the original since it appears on the printed letterhead. *It is important, however, that the place be shown on the carbon copies sent outside of the department.*

17. NAME AND ADDRESS

The name of the individual or company should appear on the first line, the street address on the second, the city and state on the third, all even with the left-hand margin.

When an individual's name is given in addition to that of a firm, the individual's name should be on the first line, the firm's name on the second, and the remainder of the address on the third and fourth lines. The individual's title should ordinarily be written on the same line as his name. If the title is long, it may be written on the second line.

If a letter addressed to a company is intended for a certain individual, the name of the individual (preceded by the words "Attention of") should be written on the same line as the city and state, beginning at 40. (Some corporations request that letters be addressed to the Company and not to an individual.)

Examples:

Mr. John J. Doe,
325 Blank Street,
Schenectady, N. Y.

Mr. John J. Doe,
Doe Manufacturing Company,
325 Blank Street,
Schenectady, N. Y.

Mr. John J. Doe,
Vice President and General Manager,
Doe Manufacturing Company,
325 Blank Street,
Schenectady, N. Y.

Mr. John J. Doe, President,
Doe Manufacturing Company,
325 Blank Street,
Schenectady, N. Y.

Doe Manufacturing Company,
325 Blank Street,
Schenectady, N. Y. Attention of Mr. J. J. Doe

18. SALUTATION

The correct salutation of a letter addressed to a company or a firm is, "Gentlemen:"; to an individual, "Dear Sir:" or "Dear Madam:".

The word "dear" in a salutation such as "My dear Mr. Blank" should not be capitalized.

19. SPACING

The same as for internal letters. (See page 1, paragraph 5.)

EXTERNAL LETTERS (continued)

20. COMPLIMENTARY CLOSE

The complimentary close of external letters should be, "Yours very truly," or "Very truly yours." It should be written a double space below the last line of the body of the letter, and should begin at 40.

21. SIGNATURE

The space between the complimentary close and the name of the department should be varied according to the signature.

The following illustrations may be used as a guide. All lines of the signature should begin at 40.

Yours very truly,

(Written Signature)

MANAGER, BLANK DEPARTMENT.

Yours very truly,

BLANK DEPARTMENT

By

(Written Signature)

Yours very truly,

J. J. SMITH,
MANAGER, BLANK DEPARTMENT,

By

(Written Signature)

22. INITIALS AND NAME OF DICTATOR AND TRANSCRIBER

The same as for internal letters. (See page 2, paragraph 8.)

23. ENCLOSURES

The same as for internal letters, except that the word "enclosure" should be written out. (See page 2, paragraph 9.)

24. SUBJECT

If there is a logical subject to a letter it should be written in capital letters, three line spaces above the name and address at the left hand margin.

Example:

8000-KW. TURBINE--WATERSIDE

New York Edison Company,
Irving Place and 15th Street,
New York, N. Y.

EXTERNAL LETTERS (continued)

It may be that in addition to the subject, a customer's order or inquiry number, and our quotation number, requisition number or other designating file number can be quoted to advantage before the name and address. In such instances, use capitals and make reference numbers stand out clearly.

Example:

YOUR ORDER 7,220 E; OUR REQUISITION B-38965

New York Edison Company,
Irving Place and 15th Street,
New York, N. Y.

25. SECOND SHEETS

The same as for internal letters. (See page 2, paragraph 11.)

26. MARKING COPIES

The same as for internal letters (see page 3, paragraph 12), except that the names of persons to whom copies are sent should not ordinarily appear on the original or on copies sent outside of the General Electric organization.

27. ENVELOPES

The block form should *not* be used on envelopes.

The Post Office Department prefers the indention of each line, and double spacing between lines.

Example:

Mr. John J. Doe,

Doe Manufacturing Company,

325 Blank Street,

Schenectady, N. Y.

Blue envelopes should be used for external letters. [See page 21, paragraph 52 (c).]

28. REGISTERED AND SPECIAL DELIVERY LETTERS

If a letter is to be forwarded by registered mail or special delivery, the words "Registered" or "Special delivery" should be typed, in capital letters (red ribbon preferred) and underlined, a double space above the name of the addressee and even with the left margin.

Example:

REGISTERED

Doe Manufacturing Company,
325 Blank Street,
Schenectady, N. Y.

The words "Registered" or "Special delivery" should be typed on the envelope also, and should appear a double space below the return address.

All registered or special delivery letters should be enclosed, sealed, and immediately forwarded to the mail room.

EXTERNAL LETTERS (continued)

It may be that in addition to the subject, a customer's order or inquiry number, and on question number, requisition number or other designating the number can be quoted to advantage before the name and address. In such instances, use capitals and make reference numbers stand out clearly.

Example:

YOUR ORDER 7,320 E; OUR REQUISITION E-38888

New York Edison Company,
Irving Place and 15th Street,
New York, N.Y.

25. SECOND SHEETS

The same as for internal letters. (See page 2, paragraph 11.)

26. MARKING COPIES

The same as for internal letters (see page 2, paragraph 11), except that the names of persons to whom copies are sent should not ordinarily appear on the original or on copies sent outside of the General Electric organization.

27. ENVELOPES

The block form should not be used on envelopes. The Post Office Department prescribes the indentation of each line, and double spacing between lines.

Example:

Mr. John J. Doe

Doe Manufacturing Company,

325 Blank Street,

28. REGISTERED AND SPECIAL DELIVERY LETTERS

If a letter is to be forwarded by registered mail or special delivery, the words "Registered" or "Special delivery" should be typed in capital letters (red ribbon preferred) and underlined, a double space above the name of the addressee and even with the left margin.

Example:

REGISTERED

Doe Manufacturing Company,
325 Blank Street,
Schenectady, N.Y.

The words "Registered" or "Special delivery" should be typed on the envelope also, and should appear a double space below the return address. All registered or special delivery letters should be enclosed, sealed, and immediately forwarded to the mail room.

GENERAL OFFICE

SCHENECTADY, N. Y.

Jan. 1, 1923.

YOUR ORDER 7,220 E; OUR REQUISITION B-38965

New York Edison Company,
Irving Place and 15th Street,
New York, N. Y.

Attention of Mr. J. J. Doe

Gentlemen:

This is the form which will be followed when writing General Electric external letters. This manual should be your guide in determining correct paragraphing, spacing, punctuation, abbreviations, etc.

The form below will be followed when listing quotations. Care should be taken to abbreviate electrical terms as shown on page 16:

Item 1-

1 RCM-33 50 h.p., 1150 r.p.m., 115 volt,
compound-wound, enclosed, ventilated,
DS-2, marine type motor with CR-5430
control and Sy switch
Shipping weight.....1500 lbs.

Net retail price.....\$0000

The form below will be followed when quoting paragraphs:

'A quoted paragraph should be indented five spaces from the left margin. The quotation mark should be placed at the beginning of the paragraph and at the end of the last sentence. 'The single quotation mark should be placed before and after a quotation within a quoted paragraph.' A quoted paragraph should be centered on the page.'

The same rules for signature, initials and name of dictator, and name, date and page number for second page as shown on pages 4 and 5 will be followed for external letters.

Very truly yours,

A. B. COE,
MANAGER BLANK DEPARTMENT,

By (written signature)

ABWhite:GT

THE GREAT WALL OF CHINA

THE GREAT WALL OF CHINA
IS ONE OF THE MOST FAMOUS MONUMENTS
IN THE WORLD.

IT WAS BUILT BY THE CHINESE
TO PROTECT THEM FROM INVASION
FROM THE NORTH.

IT IS OVER 13,000 MILES LONG
AND IS ONE OF THE MOST
AMAZING MONUMENTS IN THE WORLD.

IT WAS BUILT BY THE CHINESE
TO PROTECT THEM FROM INVASION
FROM THE NORTH.

IT WAS BUILT BY THE CHINESE
TO PROTECT THEM FROM INVASION
FROM THE NORTH.

IT WAS BUILT BY THE CHINESE
TO PROTECT THEM FROM INVASION
FROM THE NORTH.

IT WAS BUILT BY THE CHINESE
TO PROTECT THEM FROM INVASION
FROM THE NORTH.

IT WAS BUILT BY THE CHINESE
TO PROTECT THEM FROM INVASION
FROM THE NORTH.

IT WAS BUILT BY THE CHINESE
TO PROTECT THEM FROM INVASION
FROM THE NORTH.

IT WAS BUILT BY THE CHINESE
TO PROTECT THEM FROM INVASION
FROM THE NORTH.

IT WAS BUILT BY THE CHINESE
TO PROTECT THEM FROM INVASION
FROM THE NORTH.

GENERAL ELECTRIC COMPANY

In Reply Refer to

GENERAL OFFICE

SCHENECTADY, N. Y.

Jan. 1, 1923.

8000-KW. TURBINE--WATERSIDE

Mr. John J. Doe,
Vice President and General Manager,
Doe Manufacturing Company,
Schenectady, N. Y.

Dear Sir:

This is the form to be followed for short external letters. A half size letterhead form is not provided.

Short letters will be written double space and centered on the page. The left and right margins will not be more than one and one half inches.

The general rules for long external letters (see page 9) will be used for letters of this kind.

Yours very truly,

(Written signature)

BLANK DEPARTMENT.

ABWhite:GT

Enclosure 1

1920

8000-02 TURBINE-WATERPUMP

Mr. John J. Jones
The President
The Hartford Water Company
Hartford, Conn.

Dear Sir:

This is to advise you that the following for short extension
fastener. A full size fastener for a hot water
heater. The fastener will be written double ends and con-
sidered on the same. The left and right ends will be
the same and one half inches.

The general rules for long extension fasteners (see
page 3) will be used for fasteners of this kind.

Yours very truly,
(Signed)
HANK DEWITT

Enclosure 1
Hank DeWitt

CAPITALIZATION

29. The modern tendency is to eliminate capital letters except in those cases where usage decrees that they are necessary. A page of typewriting sprinkled with needless capitals does not present an attractive appearance. Further than this, when capitals are used indiscriminately, their real purpose, i.e., to make certain parts stand out, is defeated.

The following should be capitalized:

The subjects of letters.

Important words in titles of books and articles.

The initial letter of the first word of every direct quotation.

The initial letter of the first word of every sentence.

All proper names, and adjectives derived from proper names: as, France, French.

The names of the months and the days of the week, but not the names of the seasons of the year.

The words north, east, south, and west, only when embodied in a title.

The words company, district, department, manager, etc., only when referred to in a specific title as:

The Doe Manufacturing Company has ten district offices. Mr. J. J. Doe is District Manager of the Chicago District. He is a manager of long and varied experience, and enjoys the confidence of the many companies with which his several departments transact business.

PUNCTUATION

30. A few of the more important rules for punctuation are given below.

31. *The period is used:*

After every declarative or imperative sentence; as,

The required material is not in stock.

32. *The comma is used:*

To separate the figures of large numbers into periods of three figures each; as, \$25,786,986.

To indicate every distinct pause within a sentence (except the pauses for which other marks of punctuation are appropriate); as,

The figures under the head of development, on the other hand, appear to be reasonable.

I do not, however, agree with Mr. Jones's statement and, therefore, am not entirely in accord with his conclusions.

After each pair of words in series; as,

Current and potential relays, shunt and series contactors, magnetic and electro-pneumatic breakers are on order.

33. *The semicolon is used:*

Between the members of a compound sentence when no conjunction is used; as,

Orders were shipped promptly; men were working overtime; costs were steadily increasing.

When a sentence complete in itself is followed by a clause added as an inference or reason or to explain, the clause should be separated from the body of the sentence by a semicolon; as,

The switchboard was shipped yesterday; it may not, however, reach destination on the date promised.

In summarizing or outlining an argument, explanation or article; as

Credit, based on goods; why granted; increases turnover; not limited by money; development of; how tested; redemption of; etc.

PUNCTUATION (continued)

34. The colon is used:

After the salutation of a business letter; as,

Dear Sir: Gentlemen:

After a word, phrase, or sentence constituting explanation or an introduction to something that follows, such as a list or an extended quotation; as,

Please ship the following:

- (1) Motor-generator set
- (2) Lightning arresters

35. The dash is used:

To denote the omission of figures and letters; as,

The meeting was held December 10--13, 1922.

(This means December 10, 11, 12, 13)

To denote a break in the continuity of thought; as,

I finished reading it--you may not believe it, but it is true--in ten minutes.

The suggestion has also been made--and it seems to me to be a very good one-- that a series of articles be published dealing with this subject.

A dash on the typewriter is expressed by two hyphens.

36. Parenthesis marks are used:

To enclose some remark independent of the grammatical construction of the sentence; as

Our catalog (Section A, page 3) contains a full description of the material covered by this quotation.

To enclose a number expressed in figures when it is also written out; as,

Your check for forty dollars (\$40) has been received.

A parenthesis may sometimes be used to advantage to keep the continuity of the main thought when a sentence is unavoidably long and complex; as,

Only because of the movement of grain, cotton and the like, in exports and imports, or of securities (which are titles to goods and property) do bills of exchange come into existence.

PUNCTUATION (continued)

37. The hyphen is used:

To separate words into syllables at the end of a line.

To connect the parts of a compound word.

38. The quotation mark is used:

To enclose every direct quotation; as,

I quote the following sentence from Mr. Doe's recent letter:

"The material which we have on order must be shipped not later than Monday, January 6, 1924."

When the quotation consists of several paragraphs, quotation marks should be placed at the beginning of each paragraph, but the closing marks should be placed after the last paragraph only.

Single quotation marks (' ') should be used to indicate a quotation within a quotation.

ABBREVIATIONS

39. Abbreviations should be avoided as far as possible. This is particularly desirable in letters sent outside of the Company. Care should be taken to use abbreviations which cannot be confused.

In external correspondence, names of cities should never be abbreviated.

East and west, when used in a street address, should not be abbreviated.

40. ABBREVIATED TERMS

The approved abbreviations for some of the more frequently used terms are:

alternating current
amperes
boiler horse power
brake horse power
British thermal units
candlepower
Centigrade
centimeters
circular mils
counter electromotive force
cubic
direct current
electric horse power
electromotive force
Fahrenheit
feet
foot-pounds
free on board
gallons
grains
grams
gram-calories
hours
inches
indicated horse power
kilogram
kilogram-calories
kilogram-meters
kilometers
kilovolts
kilovolt-amperes
kilowatts
kilowatt-hours
magnetomotive force
meters
meter-kilograms
miles per hour per second
milligrams
millimeters
minutes
percentage
pounds
revolutions per minute
seconds
square
yards

a-c.
amp.
boiler h.p.
b.h.p.
B.t.u.
cp.
C.
cm.
cir. mils
counter e.m.f.
cu.
d-c.
e.h.p.
e.m.f.
F.
ft.
ft-lb.
f.o.b.
gal.
gr.
g.
g-cal.
hr.
in.
i.h.p.
kg.
kg-cal.
kg-m.
km.
kv.
kv-a.
kw.
kw-hr.
m.m.f.
m.
m-kg.
miles per hr. per sec.
mg.
mm.
min.
per cent or %
lb. or lbs.
r.p.m.
sec.
sq.
yd.

MISCELLANEOUS (continued)

49. DICTATOR'S MEMORANDA

All papers, slips, or other attachments should be returned to the dictator when work is completed. Retaining or destroying apparently unimportant memoranda often causes trouble.

50. FOLDING LETTERS AND INSERTING IN ENVELOPES

To fold an ordinary letter to fit a small envelope, place the sheet before you as when writing; fold from the bottom until the lower edge is about $\frac{5}{8}$ in. from the top or just below the words "General Electric Company" (Fig. 1), and press down the fold, being careful to keep the side edges even. Fold over from the right, about $\frac{1}{3}$ of the width of the sheet or until the word "Company" is entirely covered up (Fig. 2), and then fold from the left so as to leave the sheet, when folded, a little less in width than the envelope (Fig. 3).

With the left hand, hold the envelope with the back up and the opening to the right; with the right hand, insert the folded letter, putting the last folded edge in the envelope first (Fig. 4).

A letter so folded and inserted is removed readily, and, if the envelope is opened properly, the letter will unfold easily and in the proper position for reading.

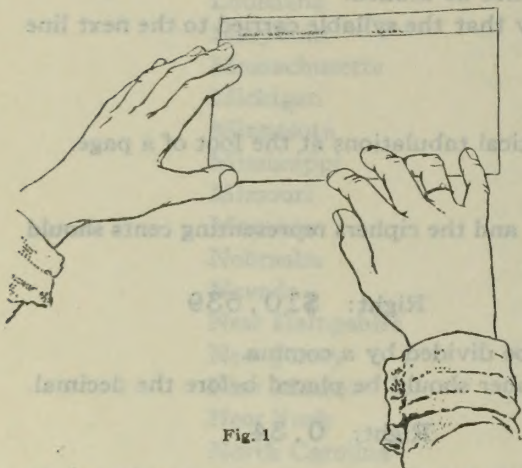


Fig. 1

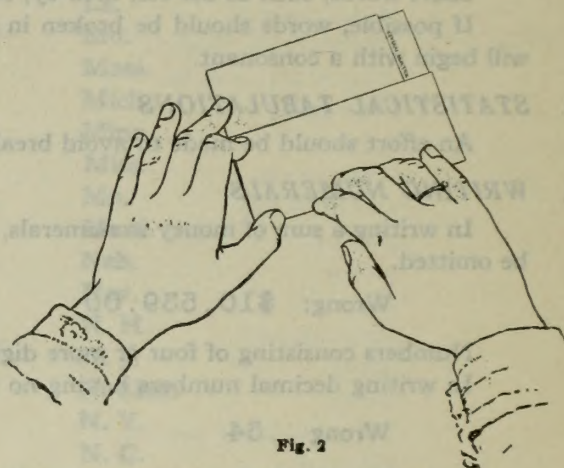


Fig. 2

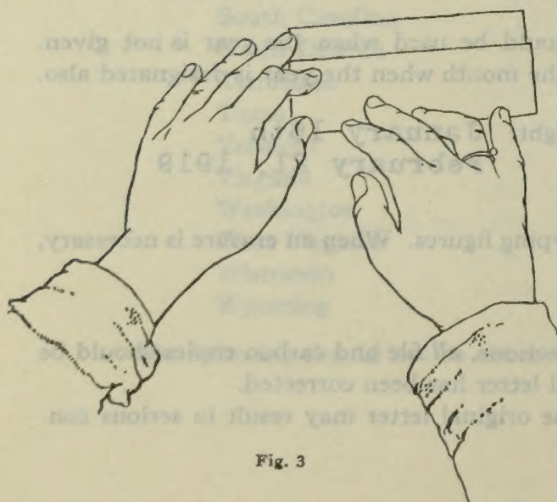


Fig. 3

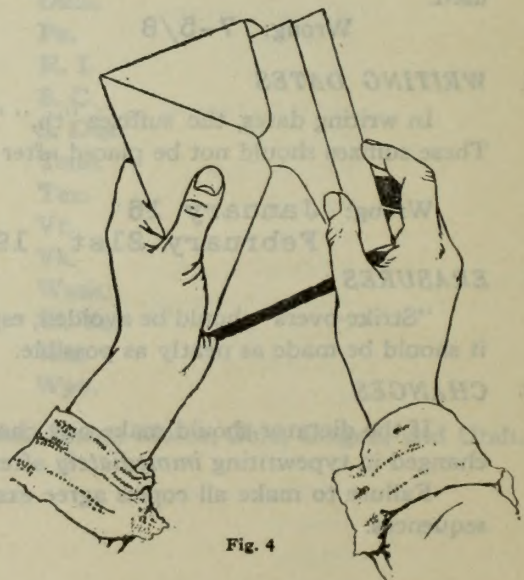


Fig. 4

MISCELLANEOUS (continued)

51. FASTENING PAGES AND ATTACHING ENCLOSURES

Although a large variety of paper fasteners have been tried, the common pin seems to be as satisfactory as anything thus far invented.

The pages of a letter should be carefully arranged so that the left side and top edges are even. The pin should be inserted diagonally and the point covered between the first and second pages.

If the enclosures are very heavy or bulky, two or three Gem clips should be used instead of pins.

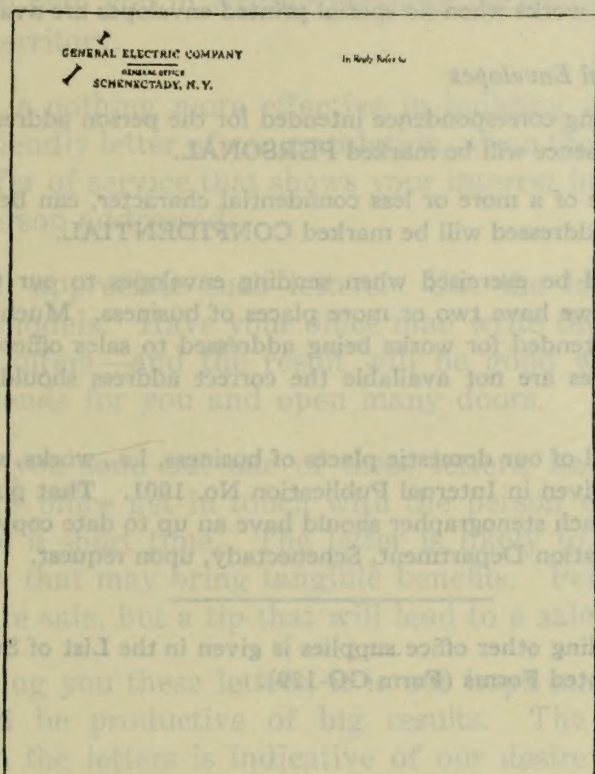


Fig. 5

52. STATIONERY

(a) Letterheads

Pages 4, 5, and 6 show the standard letterhead and second sheet for internal correspondence. Small size letterheads should be used for short letters.

Plain, rough memorandum sheets, either full or half size, should be used for intra-office memoranda.

Pages 10 and 11 show the standard letterhead for General Office external correspondence. Similar letterheads with the address of sales offices are also available.

(b) Tissue Sheets

No. 8 white tissue, punched, should be used for making carbon copies to be filed in letter books. Pink or yellow tissue may be used for letter books if preferred.

No. 8 white tissue, unpunched, should be used for all copies required for internal distribution. White onion skin may also be used for this purpose.

Form FN-205 should be used for carbon copies to be sent outside of the Company.

Form FN-244 should be used for making copies of letters received by the General Electric Company from outside sources.

MISCELLANEOUS (continued)

(c) *Envelopes*

Standard manila envelopes of various sizes, imprinted with the addresses of all large works and sales offices, are carried in stock for use with internal letters. A supply of such envelopes as are frequently used should be kept on hand.

Blue envelopes, in various sizes, are carried in stock for use with external letters.

Form FN-214 is a manila envelope on which blank lines have been provided for the street address and the name of the city and state. This envelope should be used for correspondence sent to sales offices and works when no special printed envelopes are available.

(d) *Addressing Internal Envelopes*


Envelopes containing correspondence intended for the person addressed and which will not require action in his absence will be marked **PERSONAL**.

Those which, while of a more or less confidential character, can be acted on by some one other than the person addressed will be marked **CONFIDENTIAL**.

Special care should be exercised when sending envelopes to our sales offices and works located in cities where we have two or more places of business. Much confusion has resulted from correspondence intended for works being addressed to sales offices or vice versa. When special printed envelopes are not available the correct address should be given on envelope form FN-214.

The addresses of all of our domestic places of business, i.e., works, sales offices, warehouses and service shops, are given in Internal Publication No. 1001. That publication is punched to fit in this manual and each stenographer should have an up to date copy on file. Copies will be furnished by the Publication Department, Schenectady, upon request.

Information regarding other office supplies is given in the **List of Standardized Stationery, Office Supplies and Printed Forms (Form GO-129)**.



An open letter to all sales agents

The letters given you in this book are intended only as models to help you in writing personal letters to individuals in your territory.

There is nothing more effective in building up good will than a friendly letter of congratulation, when the case merits. Or an offer of service that shows your interest in the welfare of the person addressed.

We all appreciate such letters. Use the letters in this book as models. Have your office man write these letters as occasion offers—and the result will be good will that will make friends for you and open many doors.

When you send out one of these letters, have some one from your office get in touch with the person who received it, within a short time. The letter is likely to result in an interview that may bring tangible benefits. Perhaps not an immediate sale, but a tip that will lead to a sale.

In giving you these letters, it is our hope and belief that they will be productive of big results. The friendliness shown in the letters is indicative of our desire to help you make more money.

Published by

Sales Promotion Division

of

The National Cash Register Company

Dayton, Ohio

When a business acquaintance is elected or appointed to some public office where a National Cash Register could be used to advantage.

This letter combines friendly congratulations with business.

The genuine friendliness shown will get the prospect's attention and cause him to read the letter.

Reading the letter is likely to make him think, especially when he encounters problems in the management of his office.

Then his remembrance of this letter received from you may lead him to give you an opportunity to explain what a National Cash Register System will do for him.

THE NATIONAL CASH REGISTER COMPANY

F. B. PATTERSON
PRESIDENT
J. H. BARRINGER
1ST V. PRES. & GEN. MGR.

CABLE ADDRESS
"NACARECO DAYTON"

JOHN DOE, Sales Agent
632-636 S. Hope Street

ALTOONA, PA.

Mr. John Blank,
Blankville, Pa.

Dear Mr. Blank:

May I add my congratulations to those of your many friends on your (election or appointment) to (here give name of position)?

There is only one thing that could please me more than to see you make a big success of your new work. That would be to feel that I had been of some service in helping you to do so. So I am going to make a suggestion that I know would help you.

You want to put your office on an efficient business basis. If you use a system that will give quick, satisfactory service, give you personal control over all money, and prevent mistakes and disputes, it would be a real help to you, wouldn't it?

It is precisely because the National Cash Register System does these things, that so many public officials all over the country are now using it. It reduces their overhead expense and helps them make good on their "jobs."

Now of course, I'm selling National Cash Registers. But nevertheless, Mr. Blank, I am absolutely sincere in saying that this system would be of the greatest help to you in making the success we all want you to make. May I show you what it would do for you?

Sincerely yours,

JD:EPC

SALES AGENT.

When a business acquaintance is elected to an official position in some organization.

This is purely a good will letter, for there would be no excuse to bring in talk of business in a letter of this nature.

It will produce good will, for a letter of friendly congratulation is always appreciated by the one who receives it.

It will be well worth your while to send out an occasional letter of this kind when you see in the newspapers the name of some one who has received an honor of this nature.

THE NATIONAL CASH REGISTER COMPANY

F. B. PATTERSON

PRESIDENT

J. H. BARRINGER

1ST V. PRES. & GEN. MGR.

CABLE ADDRESS

"NACARECO DAYTON"

JOHN DOE, Sales Agent
903 Kanawha Street

TROY, N. Y.

Mr. John Blank,
Blankville, New York.

Dear Mr. Blank:

I was indeed pleased to hear that you had received the well-merited honor of election to the office of () of the (give name of club).

Members of that organization are to be congratulated upon their choice. I know that you will bring to that position the quality and character of leadership that will carry it forward to greater success in the future.

So I just wanted to add my congratulations to those of your many friends.

Sincerely yours,

JD:EPC

SALES AGENT.

**Congratulating a merchant, who has a
good N C R system, on the success of
a sale.**

In this letter you have nothing to sell but you are aiming to secure the good will of the merchant to whom you send it.

Any merchant would feel flattered to receive a letter of this sort from you. The kindly feeling toward you that it would generate might result to your advantage indirectly.

Even in this busy world of ours, it is always a good investment to spend a moment or two in showing a friendly interest in others.

THE NATIONAL CASH REGISTER COMPANY

F. B. PATTERSON
PRESIDENT
J. H. BARRINGER
1ST V. PRES. & GEN. MGR.

CABLE ADDRESS
"NACARECO DAYTON"

JOHN DOE, Sales Agent
404 N. Cleveland Avenue

ASHEVILLE, N. C.

Mr. John Blank,
Blankville, N. C.

Dear Mr. Blank:

I want to congratulate you personally on the success of your recent big sale.

Enterprise of this sort benefits both you and the community. There is nothing that so stimulates business as to give to patrons such real opportunity for saving as you offered.

After all, no one knows better than you that the business man of real caliber always feels that he is not merely in business to make money, but to be of real service to his community.

Sincerely yours,

JD:EPC

SALES AGENT.

Congratulating a merchant, who has not an adequate N C R system, on the success of a sale.

This letter combines business and friendliness.

While congratulating the merchant on the success of his sale, it draws an object lesson by pointing out the advantages of the quick service afforded by the National Cash Register System.

In the case of a sale where there have been congested conditions, the merchant could hardly fail to appreciate the strength of the point you make in this letter.

THE NATIONAL CASH REGISTER COMPANY

F. B. PATTERSON
PRESIDENT
J. H. BARRINGER
1ST V. PRES. & GEN. MGR.

CABLE ADDRESS
"NACARECO DAYTON"

JOHN DOE, Sales Agent
144 E. North Street

DECATUR, ILL.

Mr. John Blank,
Blankville, Ill.

Dear Mr. Blank:

I want to congratulate you personally on the success of your recent big sale.

Enterprise of this sort benefits both you and the community. There is nothing that so stimulates business as to give to patrons such real opportunity for saving as you offered.

But I couldn't help thinking, as I noted the efforts of your clerks to handle their customers, how much more the sale might have meant to you had you been using the National Cash Register System.

In that case, you see, customers would not have had to wait for their change. Nor would your clerks have had to stop waiting upon other customers to hand over the change to previous customers.

There is nothing that pleases customers more than the quick and accurate service furnished by National Cash Registers.

So my letter really has a two-fold object. First, to congratulate you on the success of your sale. Second, to remind you that every day you do without a complete N. C. R. System, you lose money.

Sincerely yours,

JD:EPC

SALES AGENT.

An acknowledgment of an order and an offer of service.

When a merchant buys a National Cash Register, that is just the time to send him a courteous letter of thanks and to assure him of the service you stand ready to offer.

There may be a period just after he has signed the order when the merchant is doubtful as to the wisdom of his having done so. If he then receives such a letter from you it will go a long way toward making him feel that he has bought the right system from the right people.

THE NATIONAL CASH REGISTER COMPANY

F. B. PATTERSON
PRESIDENT
J. H. BARRINGER
1ST V. PRES. & GEN. MGR.

CABLE ADDRESS
"NACARECO DAYTON"

JOHN DOE, Sales Agent
219 S. 19th Street

PORTLAND, ORE.

Mr. John Blank,
Blankville, Ore.

Dear Mr. Blank:

I want to thank you personally for your recent order of an up-to-date National Cash Register.

The founder of our business, Mr. John H. Patterson, always said that the more National Cash Registers we sold, the more good we did. He said that because so many thousands of merchants had dated their real success in business from the time they installed this system.

When we make a sale like this to you, Mr. Blank, the satisfaction we get from it is not merely because it means something to us in terms of money but because it is a real pleasure to us to know that you will be benefited.

Please feel that our interest in you does not end when the sale is made. We want you to get the utmost good from your register. If there is anything you do not understand at any time do not hesitate to call upon us.

I would like you to look upon each member of my organization as having a sincere desire to be of real service to you.

Sincerely yours,

JD:EPC

SALES AGENT.

When a salesman reports that he has made a good approach on a merchant in the territory but has been unable to close him.

Frequently a salesman will report just such a situation to the agent.

Then it is that a letter from you to that merchant, thanking him for the courtesy shown your salesman, would be very effective.

It would show the merchant that the salesman does not stand alone in what he has said about National Cash Register Systems. It would help to secure the good will of the merchant and to open the way for a demonstration when the salesman again called upon the merchant.

THE NATIONAL CASH REGISTER COMPANY

F. B. PATTERSON
PRESIDENT
J. H. BARRINGER
1ST V. PRES. & GEN. MGR.

CABLE ADDRESS
"NACARECO DAYTON"

JOHN DOE, Sales Agent
317 Washington Street

SPRINGFIELD, OHIO

Mr. John Blank,
Blankville, O.

Dear Sir:

I want to express my appreciation of your courtesy toward our Mr. Smith, when he recently talked with you on the subject of a better system for your business.

After all, Mr. Blank, there is no one trait that is more important to the success of a merchant than that of being open-minded. There is always an opportunity for any of us to learn better ways of doing things. If we are not open-minded, we do not learn these better ways.

There is just this thought that I wish to add to what Mr. Smith told you. Thousands of merchants have found, sometimes to their great surprise, that the lack of a system that would give them the protection and information they needed, was the one thing that had stood in the way of their success for many years.

So I hope that, for your own sake, you will let Mr. Smith show you in detail just what an up-to-date National Cash Register System would do for you. It would take but a few minutes of your time -- it might be worth hundreds of dollars to you.

I would like you to feel, Mr. Blank, that when Mr. Smith again talks with you, he is not merely trying to sell you a cash register but is earnestly desirous of being of real service to you.

Yours very truly,

JD:EPC

SALES AGENT.

When a merchant suffers a loss from fire.

When a man is visited by misfortune he certainly appreciates the touch of a friendly hand and a word of encouragement.

When you hear of a merchant suffering loss from fire, regardless of whether or not you know him personally, send him this letter over your name.

It will produce in that merchant the same feeling that a friendly handclasp does.

It may result in the sale of a National Cash Register System when the merchant is ready to resume business.

THE NATIONAL CASH REGISTER COMPANY

F. B. PATTERSON

PRESIDENT

J. H. BARRINGER

1ST V. PRES. & GEN. MGR.

CABLE ADDRESS

"NACARECO DAYTON"

JOHN DOE, Sales Agent
111 N. Second Avenue

TOLEDO, OHIO

Mr. John Blank,
Blankville, Ohio.

Dear Mr. Blank:

We have just been informed that you recently had the misfortune to suffer a considerable loss from fire.

It is our sincere hope that you, like so many other progressive business men, will find this misfortune a stepping stone to a bigger and better business success.

Frequently people who suffer what seems irreparable disaster find later on that the disaster only opened the door to a bigger opportunity.

We feel sure that this will be the case with you, Mr. Blank. When you are ready to resume business, we shall be glad to give you the benefit of our experience in devising a business system that will be of the greatest help to you.

Won't you feel free to call upon us at any time when we can be of service. With cordial good wishes, we remain

Sincerely yours,

JD:EPC

SALES AGENT.

When a merchant moves into better quarters.

When a merchant moves into better quarters he feels that he has taken a step forward, and is bound to be pleased when anyone shows recognition of that fact.

A cordial letter written like this from you will be appreciated.

That appreciation may later give you an opportunity to help solve the problem of an adequate store system.

THE NATIONAL CASH REGISTER COMPANY

F. B. PATTERSON

PRESIDENT

J. H. BARRINGER

1ST V. PRES. & GEN. MGR.

CABLE ADDRESS

"NACARECO DAYTON"

JOHN DOE, Sales Agent
604 Avery Street

PARKERSBURG, W. VA.

Mr. John Blank,
Blankville, W. Va.

Dear Sir:

May we extend to you our cordial congratulations on your move to larger and better quarters?

Success usually comes to those who plan ahead for bigger and better business. The step you have taken is the best sort of proof that you are one of the forward-looking merchants who do this.

As you perhaps know, this company has for many years been helping to promote efficiency in business. That is why it is a real pleasure to us to see a genuine example of enterprise and initiative.

It is our sincere hope that the success of your business may exceed your highest expectations.

If we can be of service to you at any time by helping to solve any problems connected with your store system or with merchandising, we'd like you to feel free to call upon us.

Sincerely yours,

JD:EPC

SALES AGENT.

When one person succeeds another in a business that already has a National Cash Register.

Suggestions are always welcome especially when one is faced with newer and greater responsibility.

When you learn, through a Commercial Service Report, the newspapers, or in any other way, that a person has succeeded another, write him a letter of good wishes like this.

He will appreciate your interest and your desire to be of service to him.

The letter does not dwell on the subject of a new system, but the friendly feeling it arouses will enable you to cash in on it later.

THE NATIONAL CASH REGISTER COMPANY

F. B. PATTERSON
PRESIDENT
J. H. BARRINGER
1ST V. PRES. & GEN. MGR.

CABLE ADDRESS
"NACARECO DAYTON"

JOHN DOE, Sales Agent
313 Guthrie Street

LOUISVILLE, KY.

Mr. John Blank,
Blankville, Mich.

Dear Sir:

We want to extend our cordial good wishes for an altogether satisfactory success in the business in which you have succeeded (name of person or firm).

If we can be of service to you at any time, won't you feel entirely free to call upon us?

During the past forty-one years our company has helped thousands of merchants increase their profits. So you can see that it is more than likely that we should have some ideas that would help you.

Or perhaps we can help you locate a clerk or give you some suggestions along the line of advertising, window display, etc.

If there is anything about the register you received with the business that you do not understand, or if it is in need of supplies or repairs, just let us know and we shall be glad to serve you.

A card is enclosed for your convenience. Just fill it out and mail it at any time when we can be of service to you.

Sincerely yours,

JD:EPC

SALES AGENT.

When one person succeeds another in a business where there is no National Cash Register.

This letter is similar to the one on the preceding page except that it makes the strong suggestion that a National Cash Register System is "Success" insurance.

The suggestion of the merchant's need for the system is timely, but it is not so strongly stressed as to overshadow the good will element brought out in the other paragraphs.

This letter will help you. Use it.

THE NATIONAL CASH REGISTER COMPANY

F. B. PATTERSON
PRESIDENT
J. H. BARRINGER
1ST V. PRES. & GEN. MGR

CABLE ADDRESS
"NACARECO DAYTON"

JOHN DOE, Sales Agent
111 W. Union Street

FLINT, MICH.

Mr. John Blank,
Blankville, Ky.

Dear Sir:

We want to extend our cordial good wishes for an altogether satisfactory success in the business in which you have succeeded (name of person or firm).

If we can be of service to you at any time, won't you feel entirely free to call upon us?

During the past forty-one years our company has helped thousands of merchants increase their profits. So you can see that it is more than likely that we should have some ideas that would help you.

Or perhaps we can help you locate a clerk or give you some suggestions along the line of advertising, window display, etc.

It would also be well worth while for you to let us explain how an up-to-date National Cash Register System would be the best "success" insurance you could get. Without this system, leaks and losses are bound to occur.

A card is enclosed for your convenience. Just fill it out and mail it at any time when we can be of service to you.

Sincerely yours,

JD:EPC

SALES AGENT.

When a person is starting a new business.

If there is ever a time when any of us appreciate good wishes, it is when we are starting a new venture, and are perhaps none too certain of the success of that venture.

The friendly good wishes in this letter will get under the skin of the merchant. He may not buy a register right away, but it is safe to say that you will have a far better chance of selling him later if he has received a letter like this from you.

Using good will letters like this and those on the other pages of this book is like scattering seeds in fertile ground. You do not expect those seeds to germinate and spring up immediately, but you know that seeds properly planted and watched over will bear fruit later. So it is that we urge you to use the letters in this book.

THE NATIONAL CASH REGISTER COMPANY

F. B. PATTERSON

PRESIDENT

J. H. BARRINGER

1ST V. PRES. & GEN. MGR.

CABLE ADDRESS

"NACARECO DAYTON"

JOHN DOE, Sales Agent
39 N. Hazel Street

YOUNGSTOWN, OHIO

Mr. John Blank,
Blankville, Ohio.

Dear Sir:

We want to extend to you our best wishes
for a splendid success in your new () store.

If we can be of service to you at any
time, won't you feel entirely free to call upon us?
Perhaps we can help you locate a clerk, or give you
some suggestions along the line of advertising,
window display, etc.

During the past forty-one years our com-
pany has helped thousands of merchants increase their
profits. So you can see that it is more than likely
that we should have some ideas that would help you.

It would also be well worth while for you
to let us explain how our modern system would be
the best "success" insurance you could get. Without
this system, leaks and losses are bound to occur.

A card is enclosed for your convenience.
Just fill it out and mail it at any time when we can
be of service to you.

Sincerely yours,

JD:EPC

SALES AGENT.

Make this 1926 Resolution:

"My organization will use more Special P. P. Letters this year than ever before."

In planning your time, allow a few minutes each day for the filling out of Form 126 requesting Special P. P. Letters to merchants with whom you need a little extra help.

You could not possibly invest those few minutes more profitably.

It takes but a minute to fill out one of these forms—but as a result a salesman in the form of a letter will make from three to five calls upon that merchant.

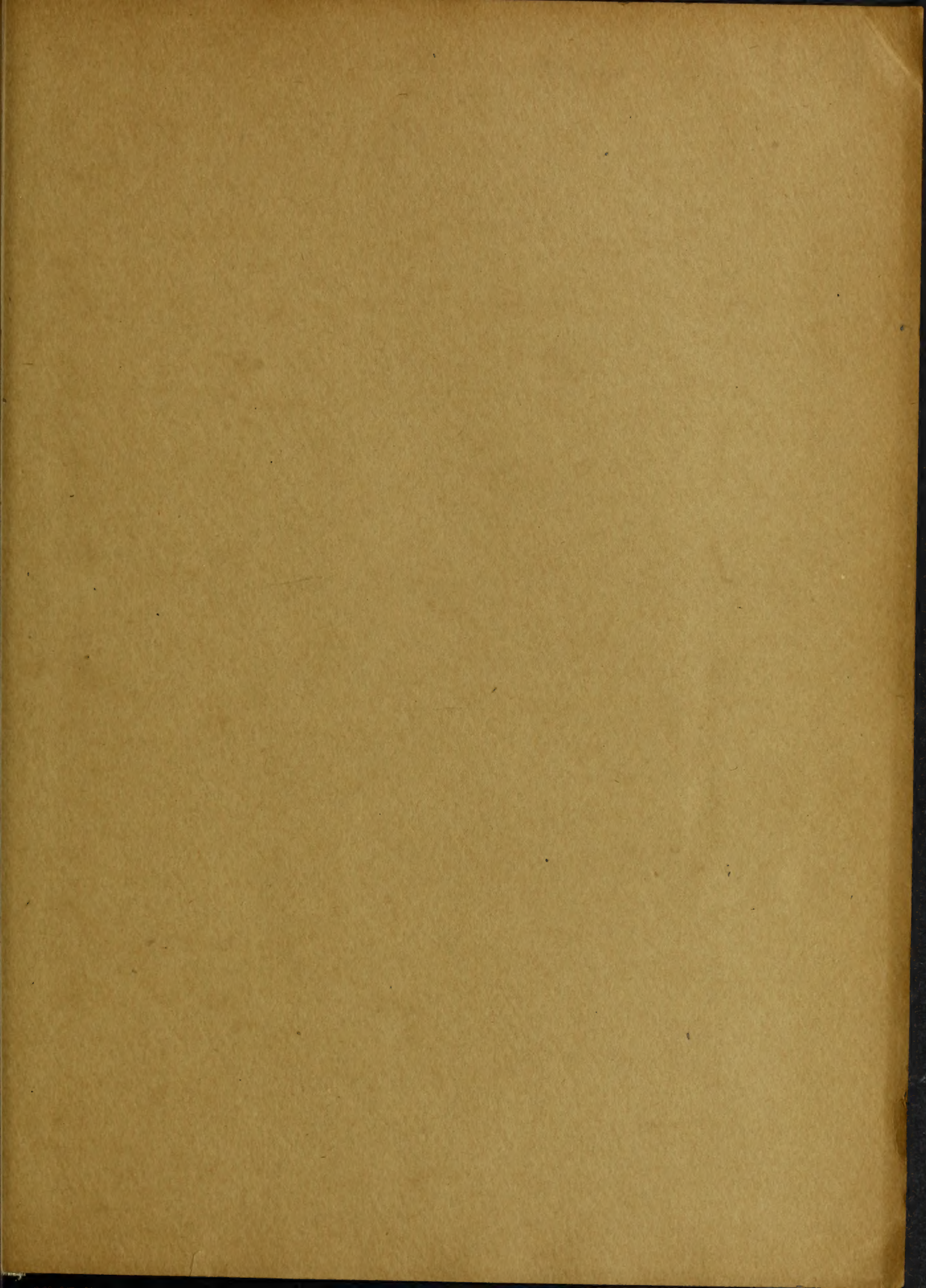
This letter-salesman will keep your P. P.'s interest alive between your calls. It will keep the thought of his need for a National Cash Register fresh in the merchant's mind.

Letters will enable you to more than double your own efforts. They will do the preliminary work for you and prepare the way for you.

They will also open the way for re-approach by making the merchant feel that possibly he was overlooking a real means of making more profit.

Agents and salesmen who use Special P. P. Letters report that they help them make sales.

Use Special P. P. Letters consistently and you will find that they will enable you to add many points to your 1926 record.



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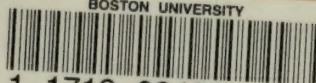
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Lottler		
Language of the business letter.		
DATE	ISSUED TO	
JAN 18 '28	Miss Lottler	
FEB 23 '28	" "	
1. 5-11	Mr. Liphart	

FEB 23 '28

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BOSTON UNIVERSITY



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